

10+	200+	YVN
YEARS	PROJECTS	BASE

OPEN TO REMOTE ROLES & FREELANCE

ERO MESROPYAN

Senior Graphic Designer & AI Artist

I design brand identities, campaigns and posters, and I use AI to make images and videos that would be impossible to shoot. Self-taught since 2012, freelancing since 2016, now Senior Graphic Designer at Flash Petrol. Based in Yerevan, working with brands in Armenia and abroad.

POSITION	Graphic designer · AI artist
PLAYS	Branding, AI visuals & video, posters, AI websites
BASE	Yerevan, Armenia · remote worldwide
SCHEDULE	Evenings Yerevan time, overlapping Europe and US mornings

BRANDING	92	AI VIDEO	95
AI IMAGE	94	POSTERS	90
SOCIAL MEDIA	91	WEB	84

CAREER STATS

200+ PROJECTS

DEC 2025 TO NOW

Senior Graphic Designer

FLASH PETROL LLC · YEREVAN

Design, digital and AI content creation for Flash Petrol and its brands FLASH, Express Shop and HOTSTER. Initiated and designed new products like Flash Check and Flash Drive, and created new advertising campaigns.

2016 TO NOW

Freelance Graphic Designer & AI Artist

SELF-EMPLOYED · ARMENIA & ABROAD

Brand identities, brandbooks, campaigns, social media and AI image/video for real estate, sports, retail, furniture and fashion brands: Oasis Royal Residences, 301 Residence, Step by Step Group, Wings League Basketball, E-Mark, Touch Master, etc.

2024

Graphic Designer

YEREVAN FOXES

Full rebranding of the club and the team presentation campaign for the 2024 Women's EuroCup, plus print and advertising files.

BEFORE TO 2024

Graphic Designer

CAUCASUS BASKETBALL LEAGUE · ARMCODING

Match-day and league visuals, social media design, print and advertising files.

THE PLAYBOOK

4 PLAYBOOKS

01
BRANDING
Logos, identities and brandbooks that hold together from the app icon to a 3×6 m billboard.

02
AI VISUALS & VIDEO
Key visuals, product shots and cinematic AI films that would be impossible or too costly to shoot.

03
POSTERS
Campaigns, sports posters and social carousels with one clear idea per frame.

04
AI WEBSITES
Portfolio and brand sites designed and built with AI, live and responsive, like this court.

TOOLKIT

AI FIRST, CRAFT ALWAYS

AI IMAGE	Nano Banana · Seedream · GPT Image · Midjourney · Flux, etc.
AI VIDEO	Seedance · Kling · Veo · Higgsfield · Runway
DESIGN	Photoshop · Illustrator · Lightroom · Figma
WEB	Websites designed and built with AI, from idea to live launch

SKILL PATCHES

8 PATCHES



EDUCATION

B.A. in Management
Armenian State University of Economics

LANGUAGES

Armenian	NATIVE
Russian	B2
English	B1

TEAMS I PLAYED FOR

SELECTED CLIENTS

FLASH PETROL · EXPRESS SHOP · HOTSTER · OASIS ROYAL RESIDENCES · 301 RESIDENCE · STEP BY STEP GROUP · WINGS LEAGUE BASKETBALL · CAUCASUS BASKETBALL LEAGUE · YEREVAN FOXES · E-MARK · TOUCH MASTER · ARCHEAVE · ETC.

HOME · YOUR BRAND

00:24

AWAY · designer0

YOUR BALL. LET'S PLAY.

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