

Artem Sinitsyn

Creative Production Lead

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SUMMARY

Creative production leader with 11+ years in digital content and AR, the last 9+ at Snap Inc. I run multi-stakeholder production end-to-end — scoping, pipeline, capacity, and delivery — for global product and marketing launches, and I came up through the craft (VFX, motion, editing) so I review the work as well as run the process. Known for shipping complex multi-format campaigns on time, every time, and for turning ambiguous briefs into repeatable production systems.

EXPERIENCE

Creative Production Lead

Snap Inc. · Amsterdam, Netherlands · June 2022 – Present

- Founded and scaled Snap's internal production studio from 0 to 1 — built the team, pipeline, and operating model for video, motion, VFX, and design assets supporting global Lens Studio and AR product launches.
- Led a cross-functional team of up to 10 across 3 locations (Amsterdam, London, Los Angeles); owned capacity planning, prioritization, and quality/review processes.
- Designed the end-to-end production pipeline in Jira (custom workflows + automation), Coda (capacity & asset tracking), Frame.io (review/approval), and Figma (pipeline boards) — cutting delivery time ~30% and reducing outsourcing spend by in-housing work.
- Authored a Project Complexity Assessment framework to standardize cross-discipline estimation (VFX, 3D, motion).
- Owned stakeholder relationships across product, marketing, and engineering — translated marketing briefs into production-ready specs and protected scope, quality, and timelines.
- Shipped multi-format campaigns (9×16 / 1×1 / 16×9, multiple cuts and copy versions) across Bitmoji Fashion, Lens+, Lens Creator Rewards, and game launches — never missing a delivery deadline.
- Ran the ongoing promo program for Lens Studio updates and feature launches — Bitmoji Suite, AI Portraits, Image to Selfie Attachments Generator, Lens Studio AI, Game Builder, Game Suite, and AI Clips — with launches covered by TechCrunch, Social Media Today, Music Ally, and AR Insider.
- Delivered flagship branded work: Coca-Cola Oasis, Disney × Snap at Cannes Lions 2023, Paris 2024 Olympics, and Digital Soul.
- Led the Easy Lens product brand & launch system through three rebrands — logo, design system, landing page, App Store assets, email templates, press & social.
- Founded Lens Hacks, a creator-education channel — owned design system, content plan, Jira workflow, and an AI voiceover pipeline (ElevenLabs); delivered the official channel's strongest recent engagement.
- Pioneered GenAI in production: custom LoRA training for Bitmoji concept generation (adopted across teams), an AI voiceover pipeline (ElevenLabs), and the Vid2Vid north-star film.
- Grew the team — onboarded and trained artists, ran hiring and interviews, bi-weekly 1:1s, and OKRs; multiple reports promoted into R&D, technical art, and product management.

Leading VFX / Motion Graphics Artist to Lead VFX Designer

Snap Inc. · Odessa, Ukraine to Amsterdam · January 2017 – May 2022

- Team lead for Organic Lenses VFX — managed high-volume throughput (~30 lenses/month), prioritization, and internal QA as a player-coach delivering alongside the team.
- Built durable team rituals — scheduled syncs, bi-weekly 1:1s, performance reviews, and OKRs (later adopted company-wide).
- Contributed to merging two production teams into one.
- Pioneered advanced Lens Studio techniques (shaders, complex VFX) for Spotlight, establishing the team as department experts.
- Drove the VFX 2.0 internal course (production, scripting guidance, English VO translation & narration), scaled company-wide; built the Eagle asset library.
- Relocation leadership (2022): led the team through a full relocation and stood up a new temporary office, keeping production running — cited by management as the year's single largest impact.

VFX / Motion Graphics Artist

Looksery Inc. · Odessa, Ukraine · 2016

- Created AR lens content for major brands — Coca-Cola, HBO, Netflix, Warner Bros, LucasFilm, Fanta, 7-Eleven — in a high-velocity startup later acquired by Snap.
- Deepened motion design and CGI (After Effects, Cinema 4D, Octane / Redshift).

Video Editor / Video Engineer

Animagrad Animation Studios · Kyiv, Ukraine · November 2014 – May 2016

- Edited the animated series Eskimo Girl (seasons 3–4) and assembled cuts, teaser, and trailer for the feature film Stolen Princess.
- Worked in Premiere, After Effects, Final Cut Pro, Foundry Hiero, and Shotgun (production tracking); on-set during motion-capture.

SKILLS

Leadership & Operations: team leadership (up to 10, 3 regions) · teams 0 to 1 · production & post-production · pipeline & workflow design · capacity planning · budgeting & vendor management · Agile / Scrum / Kanban · OKRs

Stakeholder & Communication: stakeholder management · brief translation · cross-team alignment · distributed teams

Tools: Jira · Coda · Frame.io · Figma · Confluence · Looker · Contentful · Premiere Pro · After Effects · DaVinci Resolve · Cinema 4D · Lens Studio

AI / GenAI: AI-in-production · LoRA training · Firefly · MidJourney · Higgsfield · ElevenLabs · LLMs

LANGUAGES

English (Professional Working) · Dutch (Limited Working) · Ukrainian (Native or Bilingual) · Russian (Native or Bilingual)

EDUCATION

B.A., Foreign Languages & Literature — Chernihiv 'T.G. Shevchenko' Pedagogical University · 2007–2011

Professional Diploma, Photography — Chernihiv · 2013–2014

CERTIFICATIONS

IT Project Management · Operational Management