Sergey Kuznetsov, Digital Designer / Art Director

updated: 31/03/25

reach me out: t.me/javiejacie

Digital Designer and Art Director with over 13 years of experience delivering comprehensive visual solutions and managing design teams. Skilled in UI/UX, product design, and graphic design, as well as design system development and brand identity creation. I have collaborated with agencies, built products, and worked in startups, gathering a team from scratch and providing art direction and mentorship to emerging designers since 2015. I rely on metrics and user-centered design principles to build not only visually appealing but also highly effective products that solve business challenges. My work has repeatedly earned industry awards (Tagline, Golden Site, Runet Award).

I constantly learn and exchange experiences—attending masterclasses, staying current with industry trends, and adopting best practices to ensure high-quality results.

KEY SKILLS AND COMPETENCIES

Art Direction and Design Team Management

- Setting goals, overseeing quality and deadlines

- Mentoring and developing specialists of varying seniority levels, starting from scratch

- Coordinating work with different departments (Marketing, Development, Product)

Design System Development

- Creating universal component libraries (UI Kits)

- Establishing consistent styles and standards for web, mobile apps, and offline materials

- Implementing and scaling guidelines across cross-functional teams

UI/UX Design

- Prototyping and designing user flows

- Conducting usability tests, analyzing metrics, and continuously optimizing interfaces

- Experienced with tools such as Figma, Sketch, InVision, Adobe

Product Design

- Shaping product vision in collaboration with product managers and stakeholders

- Conducting market research, competitive analysis, creating MVPs and advanced product versions

- Adopting Agile/Scrum methodologies and closely collaborating with developers

Graphic Design and Brand Identity

- Creating logos, typography compositions, and infographics

- Developing brand style guides, visual branding concepts, and promotional materials

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, After Effects)

Communication and Presentation

- Leading strategic sessions and workshops with teams and clients

- Effectively presenting design solutions to stakeholders

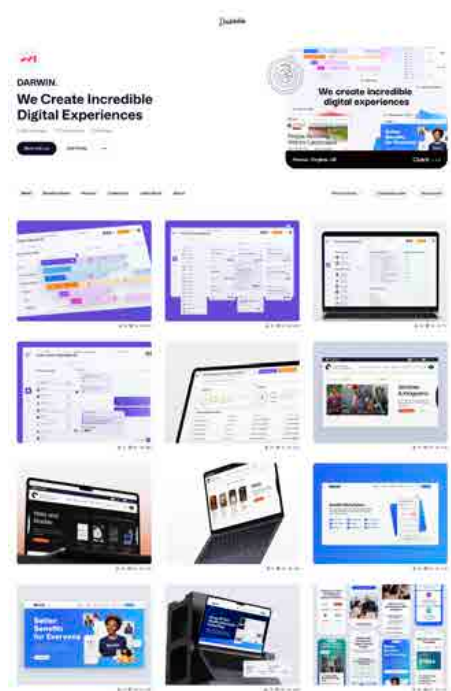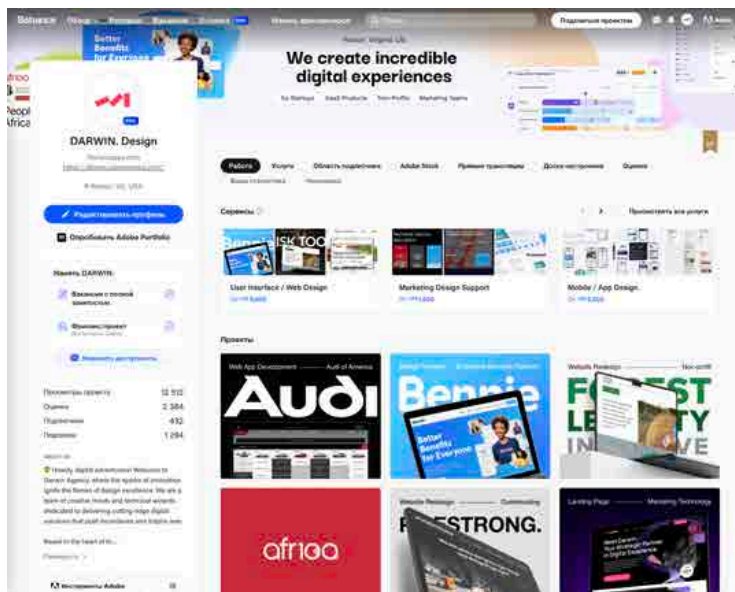- Negotiation skills and strong rationale when defending concepts

WHY ME?

For over 13 years, I have been crafting design solutions that merge aesthetics, functionality, and efficiency. My experience spans large-scale digital products, agency collaborations, and startup environments—building and managing design teams from the ground up. Since 2015, I have served as an art director, nurturing the growth of junior designers. I establish clear processes and quality standards, ensuring that every project benefits from a holistic view—from concept and brand identity to interfaces and user experience.

I continuously invest in my professional development—attending masterclasses, learning from peers, and staying up to date with evolving trends and best practices. My work has earned multiple accolades in industry competitions such as Tagline, Golden Site, and the Runet Award. My goal is to help businesses tackle ambitious challenges, cultivate loyal audiences, and achieve top positions in their respective markets. I am ready to bring strategic vision, management skills, and design system expertise to a new team.

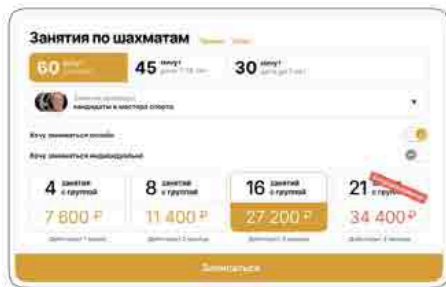## 2023 — Now: Head of Design in DarwinApps

https://www.behance.net/darwinapps

https://dribbble.com/DarwinApps

2018 — 2022: Product Design / Art Direction in SoftPro / Technesis / Freelance

https://readymag.website/u213977038/2135498/

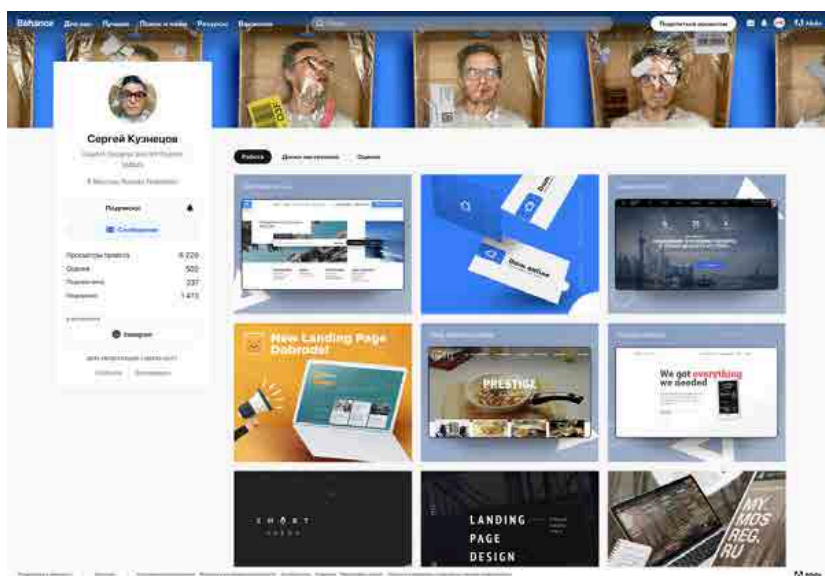## 2016 — 2018: Digital Design / Art Direction in AWAD / Docomo / Freelance

https://www.behance.net/_javie

Sergey Javie

Sergey Javie │ Hello! I am Sergey, an art-director from Moscow, I create beautiful websites, landing and promo pages, also design and prototype apps. Hire: PSjavie@gmail.com │ Connect
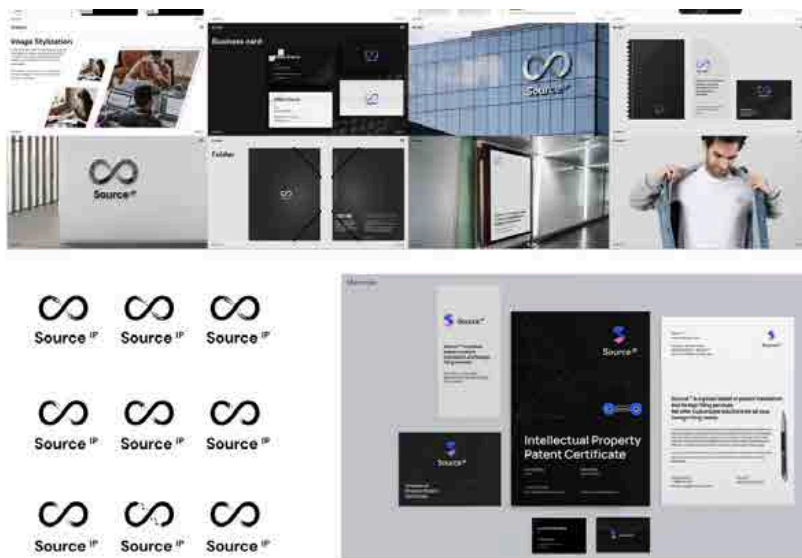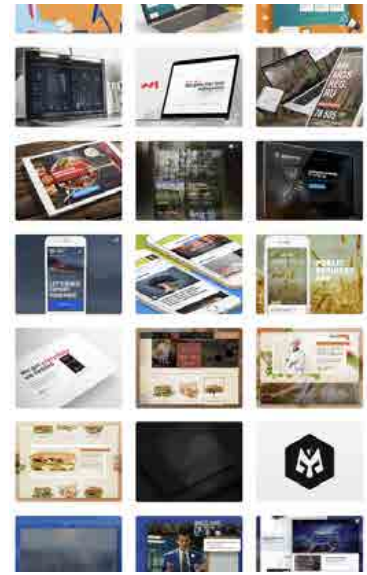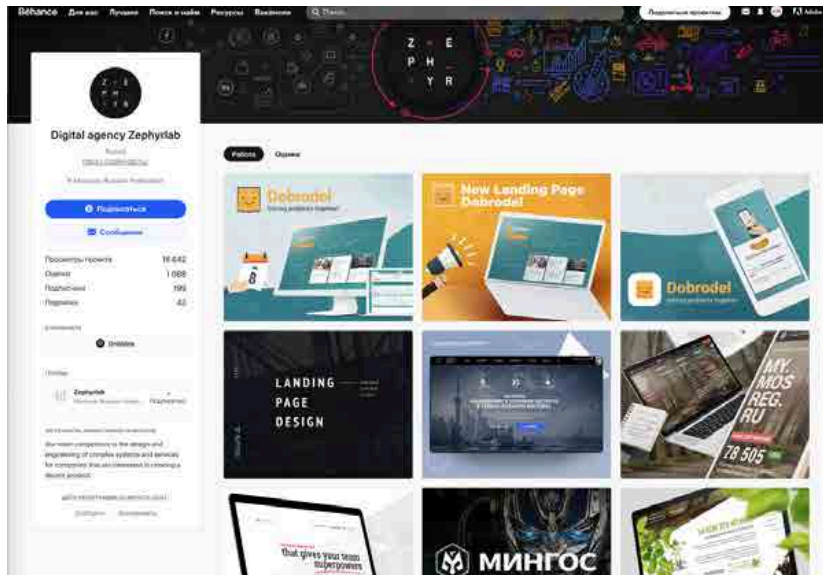
 https://dribbble.com/Javie

2017 — 2023: Logo / Branding

Сергей Кузнецов. Логотипы / графический дизайн

2014 — 2016: Digital Design / Art Direction in ZephyrLab

https://www.behance.net/zephyrlab

https://dribbble.com/zephyrlab

What I look like when I work:

Thank You For Your Attention!

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