

## Contact

novoforyou@gmail.com

www.linkedin.com/in/nvsltsv  
(LinkedIn)

viacheslavnovoseltsev.com  
(Personal)

## Top Skills

Gsap

Creative Concept Design

CSS

## Languages

Russian (Native or Bilingual)

Английский (Limited Working)

## Certifications

2015 Core77 Design Awards —  
Student Notable

## Honors-Awards

2015 Core77 Design Awards.  
Student Notable in Visual  
communications

## Publications

Arsenal Identity

Landbook: Muse Group

Curated Design: Muse Group

# Viacheslav Novoseltsev

Design, Webflow, Creative Coding

Tbilisi, Georgia

## Summary

Viacheslav Novoseltsev is a product designer based in Tbilisi, Georgia. His specializing in the development craft interfaces of web product and marketing initiatives, with a strong focus on typography, systematic design and also microinteractions. With over 8 years of professional experience, Viacheslav Novoseltsev has worked with global creative companies in the corporate, cultural and edtech spheres.

## Experience

### Admirals

Senior Web Designer

May 2025 - Present (5 months)

Tbilisi, Georgia

Admiral Markets offers a state-of-the-art platform for currency & metals trading. We also offer CFDs on stocks, indices and energies.

- Full-stack Design and Development: Figma, CSS, HTML, JS, Webflow with Relume and Finsweet;
- Launching landing pages for the marketing department.
- Creating design and visual concepts for a general website.

### Muse Group

Senior Web Designer

September 2023 - May 2025 (1 year 9 months)

Tbilisi, Georgia

Muse Group creates the world's most popular apps for playing, recording and composing music, including Ultimate Guitar, MuseScore, Audacity and more.

- Full-stack Design and Development: Figma, CSS, HTML, JS, Webflow with Relume and Finsweet frameworks;
- Improving design system for web projects;
- Creating hypotheses based on product analytics for the monetization team;
- Launching landing pages for the marketing department.

Independently developed the Muse Group, Musehub and Museclass websites and participated in the launch of a new brand with Collins / wearecollins.com

## UCHi.RU

Senior Product Designer

May 2022 - August 2023 (1 year 4 months)

Moscow, Moscow City, Russia

Educational platform where are 2 million students and 200 thousand teachers from 20 thousand schools registered on the platform. UCHi.RU has been developing not only in Russia and the USA, but also in Brazil, India, and South Africa.

- Leading a team of 4 middle product designers;
- Close collaborating cross-functionally with engineering, product management, and company leaders to take products from concept to launch;
- Creating hypotheses based on product analytics, quantity and quality research data;
- Searching and interviewing new team members;
- Developing user interface design: concepts, layouts, prototypes;
- Improving design system.

During my time at Uchi Team I launched a Digital Textbook for Students.

These are my results:

- 300 000 unique users in first month;
- 90% read the articles to the end;
- Developed over 30 templates for content cards;
- Research result: childrens and teachers like Studentbook.

I also helped simplify the interface and boost the conversion rate in the personal dashboard for teachers by 30%. Using this service, teachers give homework to their students.

## Strelka Institute for Media, Architecture and Design

Digital Designer

June 2018 - May 2022 (4 years)

Moscow

Strelka Institute for Media, Architecture and Design is a non-profit international educational project, founded in 2009.

- Development of media products;
  - Design and art direction of special projects;
  - Launch, development and support of the educational platform;
  - Improving design system.
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