

Viacheslav Novoseltsev

Product Designer / Creative Developer

Tbilisi, Georgia

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Summary

Product Designer focused on web products and marketing experiences — combining systematic design, typography, and microinteractions. 8+ years of experience working with global creative companies in corporate, cultural, and edtech sectors.

Experience

Admirals — Senior Web Designer

May 2025 – Present · Tbilisi, Georgia

Full-stack design and development (Figma, HTML, CSS, JS, Webflow);

Built responsive, interaction-rich interfaces and landing pages;

Configured analytics to support data-driven decisions;

Created visual concepts and design solutions for the website.

Muse Group — Senior Web Designer

Sep 2023 – May 2025 · Tbilisi, Georgia

Improved and maintained design systems across multiple web products;

Collaborated with monetization and marketing teams to design and test hypotheses;

Developed and launched high-performing Webflow landing pages (Relume & Finsweet).

UCHi.RU — Senior Product Designer

May 2022 – Aug 2023 · Moscow, Russia

Led a team of 4 designers in developing educational interfaces;

Launched “Digital Textbook” with 300K unique users in the first month;

Increased teacher dashboard conversion by 30%;

Designed templates, conducted research, and evolved the design system.

Strelka Institute for Media, Architecture and Design — Digital Designer

Jun 2018 – May 2022 · Moscow, Russia

Designed and launched media and educational digital products;

Art-directed special projects;

Developed and maintained the design system.

Skills

Figma · Webflow · GSAP · CSS · HTML · JS · Design Systems · UX/UI · Creative Coding

Featured

Core77 DA · Behance UI · Behance GR · Curated.Design · Minimal.Gallery · Httpster · No-Code
Supply Co. · Landbook · Supahero · Admire The Web

Languages

Russian — Native

English — Working proficiency