

Viacheslav Novoseltsev

Senior Web Designer / Creative Developer
Tbilisi, Georgia

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Summary

Senior Web Designer and Creative Developer crafting interfaces and marketing visuals with typographic precision — blending scalable design systems with subtle interaction to stand apart from the generic, template-driven landscape. 8+ years of experience working with global creative companies in corporate, cultural, and edtech sectors.

Experience

Admirals — Senior Web Designer

May 2025 – Mar 2026 · Tbilisi, Georgia

Designed and developed responsive, interaction-rich interfaces using JavaScript, GSAP, Swiper.js, and custom CSS/JS;

Delivered high-performance landing pages end-to-end — from concept to production;

Developed visual direction and design concepts for the main website;

Produced AI-generated illustrations and video for marketing and product pages;

Implemented and configured analytics to support data-driven decision-making.

Muse Group — Senior Web Designer

Sep 2023 – May 2025 · Tbilisi, Georgia

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

Evolved and maintained the design system across multiple web products;

Designed and launched conversion-focused landing pages for marketing campaigns;

Collaborated with the monetization team to build and validate design hypotheses through data;

Implemented and configured analytics to track performance and inform design decisions.

Uchi.ru — Senior Product Designer

May 2022 – Aug 2023 · Moscow, Russia

Led a team of 4 middle product designers;

Collaborated cross-functionally with the CTO to take products from concept to launch;

Created hypotheses based on product analytics and quantitative/qualitative research;

Sourced and interviewed new team members;

Developed UI design: concepts, layouts, prototypes;

Improved and maintained the design system.

Strelka Institute for Media, Architecture and Design — Digital Designer

Jun 2018 – May 2022 · Moscow, Russia

Developed media and educational digital products;

Designed and art-directed special projects;

Launched, developed and supported the educational platform;

Improved 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 · X2 · Craftwork · Minimal.Gallery · Httper · No-Code Supply Co. · Landbook · Supahero · Admire The Web · Mindsparkle Mag · CSS Nectar · CSS Winner · a-fresh.website · a1.gallery

Languages

Russian — Native

English — Working proficiency