



CURRICULUM VITAE
©2026 EDITION

AVAILABLE FROM
RUSSIA, SAINT-PETERSBURG

Visual Brand Strategist

Brand Identity Designer

Digital Experience Designer · UX/UI

Graphic & Web Designer

Vasily Vlasov

TM

Designer-engineer crafting products, brand systems, web platforms and digital products with 5+ years of experience translating business intent into measurable visual outcomes — from 2,200-page enterprise sites to AI-native design tooling.



PHONE
[+7 981 964 97 55](tel:+79819649755)



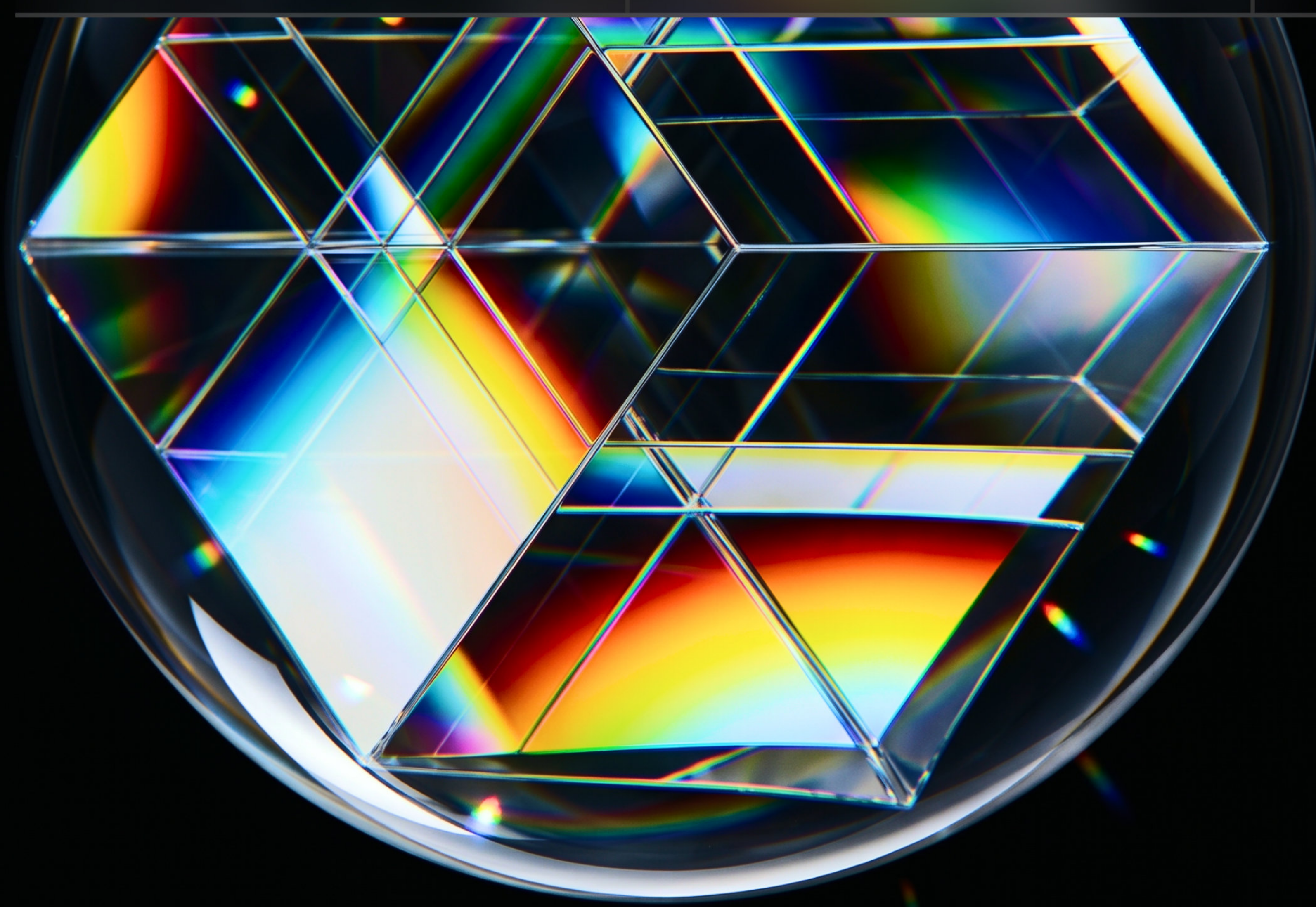
E-MAIL
vasiav2@mail.ru



PORTFOLIO
www.artice3d.ru



LOCATION
Saint-Petersburg
Russia



01

WORKING LANGUAGE RU | EN

© Designed by V. Vlasov

PROFILE

Hybrid Designer-Engineer with **20+** years of experience bridging marketing strategy and production-grade engineering. Expert in scaling enterprise web platforms (**5,000+ pages**) from Figma to live deployment, and currently developing Firmex, an AI-augmented platform for brand identity automation. Fuses strategic design systems with hands-on front-end implementation to deliver high-performance digital products.

QUICK STATS

20+ yrs

DESIGN EXPERIENCE

3x

ENTERPRISE SITE REBUILDS

3.7 k

PAGES SHIPPED

1.1 k+

ICONS & CREATIVES

APPROACH

- Executed rigorous A/B testing frameworks to validate design hypotheses, reducing user drop-off by **25%**.
- Mentored and upskilled cross-functional teams, fostering a collaborative culture that accelerated project delivery timelines by **35%**.
- Leveraged data analytics to spearhead continuous, iterative UX improvements, improving overall user satisfaction scores by **22%**.

WORKFLOW

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Figma

Nano banana AI

Seedream AI

Magnific AI

Seedance AI

Kling AI

Suno AI

SoundFX AI

3D

Text AI (GPT-chat, QWEN, Gemma AI e.t.c.)

FRONTEND DEVELOPER & FOUNDER

TIME: JAN 2026 — PRESENT (7 MONTHS - ONGOING)
PLACE: FREELANCE (REMOTE)

Architecting an AI-native design platform for graphic design and brand identity — a category-first product with no direct market analog. Solo development across UI/UX, frontend, and database engineering.

AI API integration

Vibe-coding workflow

HTML · CSS · JS · MySQL

Alpha-stage SaaS

WEB DESIGNER

TIME: JAN 2024 — JAN 2026 (7 MONTHS - ONGOING)
PLACE: INFERITCLOUD LLC (FULLTIME) [INFERITCLOUD.RU](#)

Twice rebuilt the corporate site on WordPress CMS in different visual directions — complex multi-section portals with documentation hubs, news blogs, and admin panels. Owned 1,500+ pages, design systems, and creative production.

1,500+ pages

600+ icons

300+ creatives

DDoS mitigation

SEO optimization

WEB DESIGNER

TIME: JUNE 2022 — DEC 2024 (7 MONTHS - ONGOING)
PLACE: LINX — SVYAZ VSD LLC (FULLTIME)

Led a WordPress redesign for 2,200+ pages. Built scalable architecture via HTML/CSS/JS, managed SEO and DDoS security, and directed cross-functional teams. Personally designed 900+ custom icons and marketing assets to align technical execution with business goals.

1,500+ pages

600+ icons

300+ creatives

DDoS mitigation

SEO optimization



A. DESIGN CAPABILITIES

Web Design, responsive	95%
AI-generation, vibe coding, video, images, text, audio	95%
Brand Identity, visual systems	90%
Figma design systems, prototyping	85%
Vector & Raster Illustration, iconography	88%
UX/UI Design, user-centered, A/B	82%
Motion Graphics, animation	75%
3D graphics, animation & visualization	75%

B. TECHNICAL STACK

WordPress CMS, enterprise builds	92%
HTML5 / CSS3 / JavaScript, adaptive markup	90%
Web-security, brute force, 2FA, administration	90%
Web optimization & SEO	85%
Vibe coding with deep agentic capabilities, DB and UI/UX	85%
AI API Integration, hybrid workflows	95%
Design Thinking & Mentorship	80%

EDUCATION

MASTER'S DEGREE

Slavic University, Moldova
2011, Economics, Information
Network Security

LANGUAGES

Russian: native
English: intermediate (B1) —
Strong written and reading
comprehension

ENGAGEMENT

- 1. Full time, remote, hybrid
- 2. Open to all countries
- 3. Rare business trips — yes
- 4. Ready for relocation — yes

CAREER METRICS — VERIFIED OUTCOMES

 WEB PAGES 5000+	 CREATIVES 20 000+	 ICONS 30 000+	 CLIENTS 200+
--	--	--	---