

Aleksandr Potylitsyn

UI / Web Designer

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Russian citizen · work permits: Russia, Serbia · Remote

Portfolio: portfolio.av-potylitsyn.workers.dev Behance: [behance.net/aleksanpotyliit](https://www.behance.net/aleksanpotyliit)

ABOUT ME

Web and UI designer: websites, landing pages, personal accounts and services in Figma, 100+ screens and layouts for digital products and startups. I plan page structure and user scenarios, design responsive versions (desktop, tablet, mobile), build UI kits on components and variables using an atomic approach, hand layouts over to developers and check the implementation. Graphic background: brand books, banners, packaging, print and prepress. I use AI tools for concept variants and content and can vibe-code with Claude: I built my portfolio site myself.

KEY SKILLS

- Designing websites, landing pages, personal accounts and services: page structure, user scenarios, wireframes, interactive prototypes
- Responsive design for desktop, tablet and mobile, element states; composition, typography, grids, visual hierarchy
- Figma: Auto Layout, components, variants, variables, UI kits on an atomic approach, light and dark themes
- Working inside an existing identity and a live product while keeping brand consistency
- Handing layouts over to developers and checking the finished implementation against the design; basic HTML/CSS
- Platforms: Tilda (including Zero Block), Webflow, Framer (basic)
- Graphics and print: brand books, visual identity, banners and ad creatives, packaging, prepress
- AI tools and vibe coding: concept variants, visuals and copy, websites with Claude; motion in After Effects

SELECTED PROJECTS

- **Margins Club:** a reading service with a personal account and an educational part, built from scratch without a brief: structure and logic, UI kit on components and variables, light and dark themes, two landing page versions [Figma](#)
- **Happyin.app:** desktop and mobile versions across 12 pages, a personal account with every screen, one UI kit; wrote the copy myself and generated the photos with AI [Figma](#)
- **OIS.Pink:** redesign of a live multi-page site: UI kit from scratch, rewritten copy, consistency with the existing account area [Figma](#)
- **NWDS:** UPROCK diploma project: an architecture bureau website, 5 pages, tablet and mobile versions, a working Webflow prototype; “Best Design” award [Project](#) · [Prototype](#)
- **Illuminati:** rebrand of a designer lamp store (Yandex Practicum course project) [Behance](#)

DESIGN EXPERIENCE

Freelance · Serbia

03.2026 – 08.2026 (6 months)

UI/Web designer (Glam AI, Happyin.app, OIS.Pink, Margins Club)

- Created 100+ screens and layouts for websites, landing pages and personal accounts with Web and Mobile versions, wireframes and interactive prototypes in Figma: from screen structure to final visuals
- Maintained and grew UI kits: components, states, consistency; in OIS.Pink adapted the design to a live product
- Wrote page copy and generated photos with AI (Claude, Nano Banana, Midjourney); picked the strongest variants and brought them to result in the layouts
- Designed banners for the Glam AI site and promo videos for plugins and products in After Effects (references, storyboard, editing, AI voiceover), adapted visuals for Instagram and YouTube
- Presented and explained decisions to clients and made changes after feedback until approval

InStories · Perm

06.2024 – 12.2025 (1 year 7 months)

Graphic designer

- Set up the full AI content production cycle: generation → preview → testing → release → check in release
- Built and launched a library of 100+ static and 50+ animated AI templates used in production
- Created prompts and templates for AI models (Midjourney, Flux, Seedream, Nano Banana, Kling AI, Seedance, Minimax Hailuo, Higgsfield); trained LoRA, worked in ComfyUI
- Improved generation quality and predictability through systematic testing and bug fixing, reduced template errors
- Analysed content performance in Amplitude; built pages of the corporate site on Tilda; wrote guides (Notion, Jira)
- Ran releases on the content team side (including the Cremo launch) and led interns

ADDITIONAL EXPERIENCE (BRAND AND PRINT)

ITSMYBAG · Saint Petersburg

07.2019 – 04.2024 (4 years 10 months)

Founder and project lead (designer bag brand), designer and marketer

- Created the brand from scratch: logo, visual identity, packaging, business cards, website and its copy
- Organised product photo shoots, looked for a new vision and came up with new accessories
- Ran social media and ads, analysed performance, basic SEO for the site; presented the product in person at fairs
- Ran the brand remotely from abroad for two years

Primamebel · Saint Petersburg

06.2006 – 07.2015 (9 years 1 month)

Warehouse manager, production supervisor

- Developed the company website, wrote its copy and organised photo shoots to show products accurately
- Laid out the multi-page catalogue myself in Corel Draw and sent it to the printer, releasing updated versions with new items

TOOLS

Design: Figma, Photoshop, Illustrator, InDesign, After Effects, Corel Draw

Web: Tilda, Webflow, Framer (basic), basic HTML/CSS

AI tools: Nano Banana, Claude, ChatGPT, DeepSeek, Midjourney, Flux, Seedream, Kling AI, Higgsfield, ComfyUI, LoRA

Workflow: Jira, Notion, Amplitude, Excel and Google Sheets

Ready to learn: Figma libraries

LANGUAGES

Russian: native

English: B1: reading documentation, simple spoken conversation; AI tools and translators for complex cases

Serbian: A2

EDUCATION

2006 Saint Petersburg State Marine Technical University, economist-manager

2025 UPROCK.School, UX/UI designer: from zero to Middle+ (diploma project NWDS, “Best Design” award)

2024 Yandex Practicum, graphic design (10+ course projects: logos, brand books, websites, digital content)