

Siaroža Piehcieraŭ

Sergey Pekhterau

Full-stack Designer

Experienced in Motion, Visual, Automation and Game design.
Love details, hate chaos

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Experience

Apr 2024 - Now

Lead Graphic Design, Design Engineer SPRIBE

- Designed visual assets for product platform, including icons, illustrations and UI animations
- Automated image editing workflows using Python and AI tools
- Developed custom Figma plugins to streamline internal design processes
- Optimized design workflows and introduced scalable systems for efficiency
- Redesigned game interfaces for improved UX and visual appeal
- Designed and maintained product website ensuring consistency with brand and platform UI

May 2023 - Feb 2024

Co-Founder, Product Designer PTCHR

- Designed UX and UI for a mobile app from early concept to MVP
- Contributed to POC development, aligning design with product goals and technical feasibility
- Created pitch decks to support investor presentations
- Developed initial brand identity to establish a strong and cohesive visual foundation

May 2023 - Dec 2023

Game & Visual Designer KOTKA

- Developed a hobby game projects from concept to release, exploring game design, visuals, music and FX sound
- Experimented with mechanics, art direction, and creative storytelling in an indie setting

2021 - May 2023

Lead Visual & Motion Designer Hiveon

- Led a team of designers, overseeing brand consistency and creative direction
- Developed brand identity assets, including logotypes and cohesive product family visuals
- Designed product websites with focus on clarity, UX, and visual consistency
- Produced 2D/3D explainer videos and tutorials to communicate complex ideas clearly
- Created marketing visuals for social media and global print materials for tech exhibitions

2017 - 2021

Visual & Motion Designer Adviqo

- Designed static and animated assets for social media, digital ads, and email campaigns
- Created visual content for the website and mobile app, ensuring brand consistency across platforms
- Produced explainer videos and handled video editing to support product and marketing initiatives



Tools

Motion

After Effects Premiere

DaVinci Resolve Lottie

SMIL GSAP Rive

Graphics

Illustrator Photoshop

Procreate Affinity

3D

Blender Spline

Fusion360

Audio

Suno Ableton Audition

ElevenLabs

AI Image Gen

QWEN Nano Banana

Chat GPT Images FLUX

Midjourney

AI Video Gen

Sora Veo Kling Wan

Automation

n8n ComfiUI Weave

Experience

2016 - 2018

Freelance Designer Upwork

- Designed motion banners and explainer animations for web and social media
- Edited images and performed high-quality photo retouching for various clients
- Created visually engaging presentations tailored to client needs

2016 - 2017

UI & Visual Designer colada

- Led UI redesign and implemented Material Design System for improved usability and visual coherence
- Produced print materials supporting marketing and communication efforts
- Refined and expanded brand assets to ensure consistency across digital and print channels

2014 - 2016

UI & Visual Designer amasty

- Designed user interfaces for Magento and Shopify extensions with focus on usability and e-commerce efficiency
- Created marketing materials, including ad banners and social media visuals, to support product promotion
- Developed responsive website designs, ensuring a consistent brand experience across platforms

2011 - 2014

Game Designer & QA CyberCradle

- Adapted and optimized graphic assets from desktop games for mobile platforms, ensuring visual consistency and performance across devices
- Automated design-to-engine workflows, reducing manual workload and improving delivery speed
- Conducted QA testing of game logic to ensure functionality, consistency, and player experience
- Developed Photoshop-to-game engine automation pipelines, streamlining asset integration and minimizing human error

Tools

Code

Python

C++

Javascript

HTML

CSS

AI Coding

Cursor

Claude Code

Project

Obsidian

Notion

Jira

Game Engines

Unreal

Unity

Rive

UI

Figma

Framer