

RESUME



Prague, Czech Republic
Full Time • Remote

Vladimir Potapov

V I S U A L D E S I G N E R

Branding • Marketing • 3D Visualization

in [v-potapov](#)

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Multidisciplinary Visual Designer with 15+ years of experience across branding, marketing, digital products, and 3D design. I create visual solutions for websites, marketing campaigns, product presentations, and exhibition materials, combining graphic design, 3D, and motion. I enjoy collaborating with cross-functional teams and turning ideas into clear, consistent visual communication.

CORE EXPERTISE

Brand Identity • Marketing Design •
3D Visualization • Digital Illustration •
Motion Design • Event Design

TOOLS

Visual Design

Figma • Photoshop • Illustrator •
InDesign`

3D & Motion

Blender • Substance 3D • After Effects

AI Workflow

ChatGPT • Gemini • Kling • Weave

Collaboration

Notion • Jira

Development

HTML • CSS • GitHub • Codex

EXPERIENCE

Web & 3D Designer at Slotegrator

Dec 2020 – Present

Contributed to the company’s transition toward a more visually driven marketing approach, creating 3D product visuals, animations, exhibition graphics, marketing assets, and digital content for product launches and international events.

Website redesign • 3D visualization • Motion graphics • Marketing campaigns • Social media • Exhibition design

Graphic & UX Designer at EcoOkna

Aug 2019 – Nov 2020

Designed interfaces, custom graphics, and interactive tools for several large-scale digital products, improving usability and visual consistency across multiple brands.

UI/UX • Websites • Product configurators • Custom illustrations • Cross-brand design

Product & UI/UX Designer at Youwork Today

Mar 2018 – Aug 2019

Designed the startup’s digital ecosystem from concept to launch, including mobile, web, marketing, and investor-facing materials in close collaboration with the founders.

Mobile app • Website UI/UX • Investor presentations • Marketing materials • Developer handoff

UI & Web Designer at RLClub

Feb 2016 – Aug 2019

Created digital interfaces and presentation materials for a technology startup, helping communicate product ideas through clear, user-focused design.

Mobile UI • Web design • Product presentations • User flows • Product collaboration



SMM & Web Designer at Pixsells Digital Agency

Aug 2015 – Feb 2016

Created websites and social media content for clients across different industries, with a focus on visual consistency and marketing communication.

Social media design • Landing pages • Promotional websites • Campaign graphics • Brand consistency

Prepress Designer at PVG

Nov 2009 – Aug 2015

Worked across print production, typography, color management, and product photography, building a strong foundation in production workflows and quality control.

Print production • Typography & layout • Color management • Product photography • Quality control

E D U C A T I O N

Bachelor's Degree in Digital Design

2018

Focused on visual communication, UI/UX, motion graphics, and digital design.