

Vladimir Potapov

VISUAL DESIGNER | MARKETING, 3D VISUALIZATION & BRAND SYSTEMS

Based in Prague | Open to full-time remote and hybrid roles | vpotapovcz@gmail.com | vpotapov.pages.dev | linkedin.com/in/v-potapov

PROFESSIONAL SUMMARY

Visual Designer with 10+ years of experience creating marketing communications, digital products, and brand systems. Focused on 3D product visualization and multidisciplinary design, combining graphic design, motion, and digital tools to turn complex product ideas into clear and engaging visual experiences.

CORE EXPERTISE

Marketing Design | 3D Visualization | Web & Digital Design | Brand Systems | Event Design

TOOLS

Visual Design: Figma, Photoshop, Illustrator, InDesign | **3D & Motion:** Blender, After Effects | **AI Workflow:** ChatGPT, Gemini, Kling, Codex | **Collaboration:** Notion, Jira | **Web:** HTML, CSS, Git

PROFESSIONAL EXPERIENCE

Web & 3D Designer | Slotegrator | Dec 2020 - Present

Played a key role in the company website redesign and contributed to the rollout and development of a new brand identity for a B2B iGaming company, adapting it across product pages, marketing campaigns, and digital communication. Currently focused on 3D product visualization, motion graphics, and event campaigns, creating visual concepts and assets for exhibition stands, screens, presentations, print, social media, and advertising in collaboration with product managers, copywriters, motion designers, and the wider marketing team.

Website redesign | 3D visualization | Product pages | Marketing campaigns | Motion graphics | Event design

Graphic & UX Designer | EcoOkna | Aug 2019 - Nov 2020

Designed websites, interfaces, custom graphics, product configurators, and pricing tools for EcoOkna, Oknarosta, Phototech, and related digital projects. Worked across UX, visual design, and interactive tools, improving usability and visual consistency across multiple brands.

UI/UX | Websites | Product configurators | Pricing tools | Custom illustrations | Cross-brand design

Product & UI/UX Designer | Youwork Today | Mar 2018 - Aug 2019 | Part-time to full-time

Joined the startup part-time and later transitioned to a full-time role, designing its mobile app and website from early concept through developer handoff and implementation. Also created email templates, marketing and printed materials, pitch decks, and investor presentations in close collaboration with the founders.

Mobile app | Website UI/UX | Marketing materials | Pitch decks | Investor presentations | Developer handoff

UI & Web Designer | RLClub | Feb 2016 - Aug 2019

Designed mobile interfaces and digital materials for a customer loyalty platform powering several branded applications. Created UI components, user flows, web design solutions, and presentations for products that were successfully developed and launched.

Mobile UI | Loyalty platform | Web design | User flows | Product presentations

SMM & Web Designer | Pixsells Digital Agency | Aug 2015 - Feb 2016

Created websites, landing pages, campaign graphics, and social media content for clients across different industries, maintaining visual consistency across digital channels.

Prepress Designer | PVG | Nov 2009 - Aug 2015

Prepared print-ready files, performed color correction and ICC profiling, and ensured accurate output across different production formats.

EDUCATION

Bachelor's Degree in Digital Design | Sreda Obucheniya | 2018

LANGUAGES

Russian - Native | English - B1 (Intermediate) | Czech - A2 (Elementary)