



Oleś Gergun is a digital designer and developer based in Kyiv. He gained a degree of Master of Arts in Cultural Studies at Kyiv-Mohyla Academy. Subsequently, he became a designer through an autodidact's will, not least because of his interest in visual culture and creative coding.

In his practice, he applies both design and code for commercial and non-commercial projects. Being a critical mind and a dedicated practitioner, he applies analytical and strategic approach.

He has expertise in a wide range of practices with horizontal deepening into digital products creation:

#### (1) User experience design

Designing strategy- and research-oriented user journeys, applying conventional UI patterns, and inventing experimental ones, creating UI design language and tone of voice.

#### (2) Web development

HTML, CSS (incl. preprocessors Sass, Less), advanced JavaScript (ES5, ES6+), RestAPI, GraphQL, ReactJS (Context API, React hooks), NextJS, Node.js (basics, incl. Express.js)

#### (3) Type design

Paying attention to type as a fundamental to design. Exploring type forms of the past as well as of today's street visual culture (predominantly of Eastern Europe origin).

### Education & Courses

#### ● 2007–2013

National University of Kyiv-Mohyla Academy  
Master of Arts in Cultural Studies  
Thesis on "Contemporary Art After Social Media"  
Studying cultural phenomena in various societies and historical periods with critical approaches drawn including semiotics, art history/criticism, Marxism, archeology, ethnography, critical race theory, philosophy (predominantly post-structuralism), social theory, political theory, history, literary theory, media theory, film/video studies, communication studies, political economy, translation studies, museum studies

#### ● 2021

Beetroot Academy  
Advanced Javascript/React  
Function scopes, closures, object oriented programming, prototypes, ES6, asynchronous Javascript, React (Classes and React hooks), Redux

### Activities

- 2019 "[Marrying the Impossible](#)", experimental lettering workshop
- 2019 "Atelier" («Ателье»), movie about visual culture, interview
- 2018 Telegraf.live with Maria Leonenko, interview

### Work experience

#### ● 2021–now

Kyiv Type Foundry  
Co-founder, Type Designer & JS Developer (part-time)  
Shaping strategy, drawing retail typefaces, developing and supporting online webstore, opening new perspectives on cyrillic-based heritage

#### ● 2016–2020

Method Bureau  
Design Lead (full time)  
Leading a team of four designers in creating various client experiences: UI/UX design, branding and communication design. Taking part in creating client strategies and conducting workshops. Coordinating up to 3 projects simultaneously, communicating with clients including business owners. Clients: Naftogaz of Ukraine, SkyUp Airlines, Kyiv School of Economics, Ukrainian Judiciary, International Renaissance Foundation, Aequo, Ukrainian Fashion Week, One Philosophy Group of Companies, Republic, Passage, Bolshakova Interiors

#### ● 2015–2016

Trinetix  
UI/UX Designer (full time)  
Creating enterprise CRM, HR & Coaching applications for Deloitte designed to automate processes within the company

#### ● 2013

Havas Worldwide  
Graphic Designer (full time)  
Creating communication designs, landings, branding concepts, generating ideas for advertising campaigns  
Clients: Ukrsibbank, Forum Bank, Red Bull

#### ● 2012

Art Arsenal  
Graphic Designer (full time)  
Implementing and complementing The International Art Biennale Arsenale 2012 visual identity

### Services

#### (1) User experience design

Creating complex enterprise and market-oriented web services (to a greater extent), mobile applications (to a lesser extent) solely or as a part of a team. Creating websites with experimental user interface. Taking responsibility for certain design development processes.

#### (2) Web development

Developing components for large scale projects. Creating corporate websites, experimental websites, small size e-stores, browser extensions, landing pages.

#### (3) Type design

Making letterings, type and type-containing logotypes, typefaces with close attention to Cyrillic alphabet.

### Worked with

[Misha Smetana](#) ([Tsentsiper](#), Moscow, Russia art director) on selected projects in Method Bureau, [Jevhen Anfalov](#) (ECAL graduate, independent designer, Hannover, Germany) on creating type foundry, [Barnbrook](#) (London, UK) on implementing Arsenale 2012 visual identity

### Networks

- [GitHub](#), a repository for selected code projects
- [Facebook](#), daily life, jokes & virtue signalling
- [Instagram](#), reflecting work-life balance
- [Kyiv Type Foundry](#), foundry's Instagram account
- [Kyiv Type Digest](#), a blog on vernacular typography