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behance.net/ryadovoy (Portfolio)

Top Skills

Marketing Strategy

Online Marketing

Experimentation & Iterative Design

Languages

Russian (Native or Bilingual)

English (Full Professional)

Honors-Awards

Peace Sans

North Hero

Microme

Claus Marsh

Shamrock

Publications

Peace Sans

Peace Sans

Russian Catch — Packaging design

Microme — Packaging design

Peace Sans

Sergey Ryadovoy

Experience Design Leader | Building AI-Powered Products through Research, Prototyping & Cross-functional Collaboration

San Jose, California, United States

Summary

Creating next-generation user experiences through smart design and technology. I help brands develop AI-powered solutions and efficient design systems.

My key areas:

- Making interfaces for generative AI tools
- Building flexible design systems
- Using AI tools to improve design process
- Finding creative ways to solve design challenges
- Leading teams to deliver impactful design solutions

I combine design, marketing, tech, and business knowledge to make products with great user experience and visual design.

Want to work together? Let's talk.

Experience

Digitas North America

5 years 11 months

Vice President of Experience Design

January 2024 - Present (2 years 1 month)

San Francisco Bay Area

At Digitas, as part of an AI innovation team, I lead the design team focusing on AI interfaces and design systems.

Current projects:

- Creating scalable design systems to improve team efficiency and brand consistency
- Developing AI-powered interfaces and tools
- Building a customizable chatbot platform where users can train bots with their data

- Designing new SaaS product interfaces
- Leading creative workshops to enhance team collaboration

Lead Experience Designer

March 2020 - January 2024 (3 years 11 months)

San Francisco, California, United States

At Digitas, I drive design innovation by creating data-driven solutions that strengthen client relationships and agency growth. I focus on building design systems, improving team collaboration, and implementing efficient workflows to deliver high-quality projects faster.

Key projects:

- Led Visa's creative initiatives for 3 years as lead designer, working closely with Visa Design Leadership to deliver landing pages, campaigns, and future vision concepts. As one of Visa US's main creative partners, we shaped their digital presence and design system in Figma.
- Built scalable design systems that reduced production time, including Visa's Figma system refresh and RaceTrac's app redesign
- Led design teams using research and rapid prototyping to transform digital products for Amway and Nutrilite
- Created successful pitches and prototypes that won partnerships with GoodEggs, FIS, and Snowflake
- Developed AI-driven experiences using 3D, AR, and NFTs, like the "Sephoraverse" project for enhanced brand engagement
- Designed impactful visual solutions, including Delta's CES campaign landing page

PlantLife

Senior Product Designer

July 2020 - December 2021 (1 year 6 months)

San Francisco, California, United States

At PlantLife, I partnered with former Nike and Apple designers and plant experts to build a social platform for plant enthusiasts. The platform connects users to share knowledge, shop, and explore plant-related topics from gardening to wellness.

Key contributions:

- Collaborated on creating the complete user interface and design system
- Contributed to brand identity and communication strategy development
- Supported the product design journey from concept to MVP

Funky Agency

Senior Graphic Designer / Art Director

September 2016 - August 2019 (3 years)

Yekaterinburg, Sverdlovsk, Russia

As a Senior Graphic Designer at FUNKY®, I significantly contributed to various projects, including packaging design, branding, communication design, research, analytics, and strategy for diverse clients. My collaboration with a skilled team led to four prestigious awards and features on respected platforms like The Dieline and Packaging of the World. Our work has been showcased in the Behance Gallery multiple times, highlighting my achievements and reinforcing our reputation as a creative, innovative design agency.

Z&G Branding

Graphic Designer

March 2012 - September 2016 (4 years 7 months)

Yekaterinburg, Sverdlovsk, Russia

Z&G Branding, a distinguished branding and marketing agency with a storied history, holds a prominent position among the top 100 branding agencies in Russia. I began my design career at this esteemed company, aside from a brief period working as a freelance graphic designer. Over time, I had the privilege of collaborating with more than 50 successful brands, including major federal companies.

While my primary focus was on brand identity and packaging design, I also contributed to campaigns and activations. I grew immensely during my time at Z&G Branding, progressing from a junior to a senior designer and acquiring experience across a diverse range of design disciplines. My extensive work portfolio includes graphic design, print design, poster design, presentation design, web design, book cover design, 3D interior concepts, and font production. Our team was dedicated to helping companies bring their ideas to life, whether it involved designing a cargo ship or creating interior concepts for a brewery.

My dedication and hard work paid off, as two of my projects were featured in international editorial publications. Additionally, two projects earned the prestigious Logolounge 9 award and were included in the Logolounge book. One of my projects also received a Behance award and was showcased in the Graphic Design section.

Education

Ural State Technical University

Master of Science · (2005 - 2010)