

Sergey Ryadovoy

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SUMMARY

Design leader with 15 years of experience across branding, digital products, and AI. Currently VP of Experience Design at Digitas, where I design AI-powered experiences for the Digitas AI agentic platform. I work at the intersection of design and engineering—prototyping with system instructions and code to build user-centered AI solutions. Background in design systems, motion design, typography, and composition.

SKILLS

AI Product Design & Conversational Interfaces

- LLM-powered interfaces, conversational AI, context management, multimodal experiences
- AI prototyping with system instructions, prompt engineering, API integration
- Generative media pipelines: image/video generation in UI contexts (Nano Banana Pro, Qwen, Midjourney, Kling, ComfyUI)

Motion & Interaction Design

- Motion design tools: Figma, ProtoPie, Principle for prototyping; After Effects, Cavalry for advanced animations and interaction design
- Fluid interfaces and engaging interactions for AI-driven products

Design Systems & Cross-Platform Design

- Global design systems: Visa, Amway, RaceTrac (components, tokens, variables, documentation)
- Adaptive design for web, desktop, mobile contexts
- Familiar with behavioral data and analytics-informed design decisions

Technical Skills & Prototyping

- Tools: Figma, Sketch, Adobe Creative Suite
- AI workflows: Claude Code, Cursor, Antigravity, MCP tools
- Front-end fundamentals: HTML, CSS, JavaScript
- Interactive prototyping with code and design tools

Visual Design & Branding

- Typography, composition, grid systems, color theory
- 100+ logos, brand identities (featured in Logolounge, Dieline, Packaging of the World)

EXPERIENCE

Vice President of Experience Design | Digitas | January 2025 – Present

- Lead design team focused on AI interfaces and design systems for enterprise clients
- Design AI experiences for Digitas AI agentic platform—conversational interfaces that handle LLM nuances like context management, latency patterns, and multimodal capabilities
- Build customizable chatbot interfaces where users can train bots with their own data, using systems-thinking to understand how components affect the overall AI-powered experience
- Prototype with system instructions and code (Figma, JavaScript) to simulate model responses and inform design requirements
- Design human-in-the-loop patterns for responsible AI, keeping ethical implications in mind
- Run creative workshops to improve collaboration across engineering, product, and research teams
- Selected work available for review during interview (under NDA)

Lead Experience Designer | Digitas | March 2020 – December 2024

- Designed conversational AI experiments for Visa and L'Oreal—explored LLM-powered interfaces and natural language interactions
- Built AI prototyping workflows using Figma and code for rapid iteration and team decision-making
- Researched and tested emerging AI technologies to inform client innovation strategies
- Led Visa's creative initiatives for 3 years as one of their main US creative partners—directed global digital rebranding (2022-2025) and built Figma design system that replaced Sketch workflows
- Created comprehensive design systems for Visa and RaceTrac with components, tokens, variables, and documentation that cut production time significantly
- Led research and website redesign for Amway and Nutrilite digital products
- Designed cross-platform experiences for web, mobile, and desktop applications
- Created pitches and prototypes that won partnerships with GoodEggs, FIS, and Snowflake

Senior Graphic Designer | Funky Agency | September 2016 – August 2019

- Led packaging, branding, and communication design projects from research and strategy through final execution
- Built foundation in typography, composition, and visual craft that shapes current digital product design approach
- Work earned 4 industry awards and features in The Dieline, Packaging of the World, and Behance Gallery

Graphic Designer | Z&G Branding | March 2012 – September 2016

- Worked with 50+ brands including major federal companies on brand identity and packaging design
- 2 projects published internationally, 2 Logolounge awards, 1 Behance feature

PROJECTS & OUTSIDE EXPERIENCE

Mindcomplete | AI Writing Assistant | 2023 – Present

- Designed and built conversational AI writing assistant as Figma plugin—completes your thoughts in real-time and matches your tone
- Integrated generative media pipeline: analyzes written context to automatically generate and insert relevant images via API (Google Nano Banana Pro, Seedream through OpenRouter, Z Image Turbo through Replicate)
- Researched generative interfaces where images dynamically generate or retrieve based on content context
- Available in Figma Community

Journely | Conversational UI Experiment | 2023 – Present

- Designed conversational UI that transforms journaling through handwriting + AI intelligence on iPad
- Explored natural ways to interact with AI beyond typing—uses handwriting as the primary input modality
- Available on iPad App Store

Peace Sans | Free Display Font

- Created free display font with 500K+ downloads, one of the most popular free fonts on Behance

ACTIVITIES & LEADERSHIP

- Figma Config Leadership Attendee (2024-2025)
- Public Speaker. AI & Design—gave talks exploring AI tools, workflows, and experimental approaches for designers
- Design Mentorship. mentor middle designers through monthly conversations to support career growth
- Active contributor to AI design community through experiments and tool development

EDUCATION

Master of Computer Science | Ural State University | Russia | 2005 – 2010