LEDNIQUE CV · 2026 lednique.ru

VIKTOR

Graphic Designer · AI / AR Production

Izhevsk, Russia · remote or hybrid

PROFILE

Graphic designer with 12 years of experience. AR/XR practice since 2019 and AI production since 2023. Focus areas include brand identity, digital and print assets, marketplace graphics, websites, UI/UX, and presentations. Produces AR experiences, AI imagery, and video, taking projects from brief and concept through to production-ready assets. Portfolio includes work for 20+ brands and companies.

EXPERIENCE

Independent Designer · LEDNIQUE

2014 — PRESENT

- Develops brand identities and visual systems; creates digital and print assets and prepares production-ready files.
- Designs marketplace product cards and infographics, websites, presentations, and social media assets.
- Since 2019, creates AR/XR projects: face and body tracking, virtual try-on, digital make-up, target tracking, 3D masks, and AR games.
- Since 2023, produces AI product and model imagery, AI video, and UGC prototypes, with close control of product likeness, materials, lighting, and reflections.
- Creates 3D and motion work, including Blender models and textures, rigging, animation, and product promos.

SELECTED BRANDS

Glamnetic · OSCAR&FRANK · SLA Paris · H&M Beauty · Atomic Heart · NewJeans. Also works with local businesses and confidential clients.

CORE SKILLS

Graphic design	Brand identity, digital design, UI/UX, websites, marketplace infographics, print and prepress, presentations, social media.
AR / XR	Face/body tracking, virtual try-on, digital make-up, target tracking, 3D masks, AR games.
AI / 3D / motion	AI imagery and video, AI models, content prototyping, 3D modelling, texturing, animation.

TOOLS

Design	Figma, Photoshop, Illustrator, InDesign.
3D and video	Blender, After Effects, Premiere Pro.
AR and AI	Lens Studio, Effect House, Spark AR, Midjourney, Nano Banana, ChatGPT, Claude.

EDUCATION AND AVAILABILITY

Higher education — Materials Processing Technology.

Russian — native. English — working communication for briefs, correspondence, and calls.

Project, freelance, or part-time work; remote or hybrid in Izhevsk.