

# Viacheslav Novoseltsev

Senior Designer / Creative Developer

Tbilisi, Georgia

viacheslavnovoseltsev@gmail.com · vshslv.com · LinkedIn: linkedin.com/in/nvslstv

## Summary

Designs brand websites and builds them end-to-end — visual system, motion, and production code under one craft, without the usual handoff between design and engineering. 8 years across corporate, cultural, and edtech sectors. Projects include marketing sites, digital magazines, CMS interfaces, and educational platforms. Currently working on Datum AI.

## Experience

### Datum AI — Design Engineer

April 2026 – Present · Remote

Datum AI is a Dubai-based deep-tech company transforming big data and spatial intelligence into immersive, AI-powered 3D experiences. Built on a custom rendering engine, an SDK, and an AI interaction layer, the platform helps governments and enterprises turn complex spaces — across culture, real estate, infrastructure, and tourism — into clear, interactive, explorable realities.

Designed and developed responsive, interaction-rich interfaces using Astro, Next.js, Three.js, and WebGL, with GSAP-driven animation and custom CSS/JS; Produced AI-generated illustrations and video for marketing and product pages, applying generative models across editorial, product, and brand-asset scenarios; Delivered high-performance landing pages end-to-end — from concept to production;

Developed visual direction and design concepts for the main website, including early-stage concept ideation for product and marketing contexts;

Built real-time interactive 3D graphics and visual effects with Three.js and WebGL, optimized for smooth performance across devices;

Implemented and configured analytics to support data-driven design and development decisions;

Built realistic use-case scenarios with clear objectives, constraints, and outcomes to guide both model evaluation and interface iteration.

### Admirals — Senior Web Designer

May 2025 – Mar 2026 · Tbilisi, Georgia

Admiral Markets offers a state-of-the-art platform for currency and metals trading. The company provides access to global financial markets with competitive conditions for traders worldwide.

Designed and developed responsive, interaction-rich interfaces using JavaScript, GSAP, Swiper.js, and custom CSS/JS;

Delivered high-performance landing pages end-to-end — from concept to production;

Developed visual direction and design concepts for the main website;

Produced AI-generated illustrations and video for marketing and product pages;

Implemented and configured analytics to support data-driven decision-making.

### Muse Group — Senior Web Designer

Sep 2023 – May 2025 · Tbilisi, Georgia

Muse Group creates the world's most popular apps for playing, recording, and composing music. The company's portfolio includes Ultimate Guitar, MuseScore, Audacity, and other well-known products.

Full-stack design and development in Figma, Webflow (Relume, Finsweet), HTML, CSS, and JS;

Evolved and maintained the design system across multiple web products;

Designed and launched conversion-focused landing pages for marketing campaigns;

Collaborated with the monetization team to build and validate design hypotheses through data;

Implemented and configured analytics to track performance and inform design decisions.

## Skills

Three.js · WebGL · GSAP · Astro · Webflow · Sanity · CSS · HTML · JS

Brand Websites · Interactive Experiences · Visual Identity

## Languages

Russian — Native

English — Working proficiency