

Andrei Ulazovskii

Hey! I’m an Art Director and Design Lead with 15+ years of experience. I bring fresh ideas to the table, helping brands and digital products grow, scale, and stay visually ahead of the curve.

I turn high-traffic digital products into strong brand experiences. I believe any business can be beautiful. My job is to find the solution where function and aesthetics make each other stronger.

ulazovskii.com

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Experience

July 2019 – September 2026 (7 years 3 months)

Space307

Design Lead

- Led the web function and strategy, shaping how the company interacted with customers and driving higher satisfaction and conversion rates.
- Created innovative design concepts for the main website, special projects, and promo pages that boosted engagement and brand recognition.
- Art-directed video production projects, guiding the visual concept and keeping the brand consistent across all content.
- Built the web design team from scratch and grew it to 6 people. I set up processes between design, development and media buying, and created a design system for our web products. I also brought AI tools into our routine production work. As a result, production time dropped from 2–3 weeks to just a few days.
- I led a major redesign of the trading platform’s main website. A simple landing page grew into a 50+ page product site. Over two years, more than 16 million new users signed up through it, and monthly conversion to first deposit went from 11% to 24%.
- Worked closely with marketing, development, and analytics teams to bring design solutions to life and back decisions with data.

May 2015 – September 2018 (3 years 5 months)

OctaFX

Lead Designer

- I joined when the broker's visual identity needed a refresh: the goal was to make communication with users more engaging. Some of the pages I designed back then are still in use today, continuing to serve their purpose.
- Built the design system and the visual concept for the main website, and led its full redesign.
 - Created landing pages and banners to promote the company's products and services.
 - Led the web design team, hiring and mentoring designers.

March 2011 – November 2014 (3 years 9 months)

Indee Interactive

Digital Designer

- Designed interactive promo websites for major agencies (BBDO, Leo Burnett, REDKEDS and others).
- Designed and built games and promo applications for large-scale advertising campaigns.

January 2010 – March 2011 (1 year 3 months)

Sarcasm Studio

Graphic Designer, Illustrator

Worked on game design and scripts and created vector and raster illustrations for a small game studio.

May 2009 – January 2010 (9 months)

Colour Image Design Studio

Co-founder, Web Designer

Founded a studio with friends, We built corporate websites for universities, construction companies and their real estate projects. In addition to web design, we also worked on branding, developing brand guidelines, and creating printed materials. I was the studio's only designer.

Education

September 2004 – June 2009

St. Petersburg University of the Humanities and Social Sciences

Director of multimedia projects

Contacts

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