

Andrey Ubeyvolk

Conceptual Art Director
Design Mentor,
Multidisciplinary Designer

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Russia, Saint-Petersburg

Focus	As a Conceptual Art Director, I build visual identities and communication systems for digital products, working both in-house and with brands and startups. I create scalable brand concepts grounded in research, business goals, and strategy, with a focus on meaning, nuance, and depth. My approach is to shape cohesive visual worlds and narratives, not just solve isolated tasks.				
	I lead brand design teams in collaboration with product marketing: hiring, conducting performance reviews, and supporting growth through individual strengths rather than uniform processes.				
Principles	I approach design as a thoughtful process — from clear goals and research to meaningful visual exploration. I value open, honest collaboration, where ideas are shared freely, critique is constructive, and the team moves in sync. Co-creation, deep discussions, and sharing knowledge are core to how I work.				
Instruments	Figma, ChatGPT, Claude, Claude Code/Codex, Google Workspace, Adobe Illustrator, Adobe Photoshop, MidJourney, KREA, Figma Weave, Adobe Premiere, Adobe Audition, Adobe After Effects, ReadyMag				
Languages	English	Upper-Intermediate			
	Russian	Native			
Experience	Sumsub	Art direction	2021–2025		
	Led a global rebrand for Sumsub, a leading KYC/KYT/AML company working with clients including Binance and Bybit, across marketing, motion, and web platforms. Managed visual rollouts for campaigns, reports, videos, and special projects. Hired and mentored designers to Senior level while coordinating an international team in English. Participated in brand strategy sessions, conducted internal design reviews, and represented the brand team during company-wide all-hands presentation. Also supervised booth design, printed materials, and merchandise for crypto conferences in Dubai and Singapore.				
	Nimax	Graphic design	2021		
	SKS Bank	UX/UI design / Communication design	2020–2021		
	Gazprom Neft	UX/UI design / Communication design	2018–2020		
	Freelance	Art direction / Graphic design	2014–2018		
	Leonid Alexeev Design Studio	Graphic design	2011–2014		
Education	Saint Petersburg State University of Industrial Technologies and Design (SPbSUITD)		2010–2013		
	College of Technology and Design, SPbSUITD (KTMU SPbSUITD)		2007–2010		
	Children's Art School No. 13 (DHS No. 13)		2003–2006		
Courses	Osnova	The Art of Grids in Design	2025		
	Werkstatt	Identity from I to Y	2025		
	BBE	Art Direction for Digital Products	2024		
	5 Prism Academy	International-level coaching	2021	ACSTH	
	National Research University Higher School of Economics (HSE)	Communication in IT	2019		
	Gazprom Neft	Product Owner School	2019		
	BBE	Motion design	2019		
Intensives	Werkstatt	Instruments of Creativity	2024		
	Osnova	Fix My Social Media	2024		
	Osnova	Grids: A Modular Long-Read	2023		
	Osnova	Grids: A Text-Centered Long-Read	2023		
Talks & Lectures	Unlocking Creative Potential		2025	Youtube	Winner
	Visual Athleticism		2024	Youtube	
	Visual Athleticism (Stachka)		2023	Offline	
	Behance Portfolio Reviews		2019	Offline	
	Design Espresso portfolio review		2019	Offline	
	Presentation: Purpose and Logic (Gazprom Neft)		2018	Offline	
Ready to Lead	I'm open to an Art Director role leading a team of designers — whether it's within a product-focused unit where strong visual communication and brand design are essential, or a skunkworks-style creative group focused on bold, experimental work.				