



Amsterdam, The Netherlands

Email: artemn177@gmail.com

LinkedIn: <https://www.linkedin.com/in/artem-nazarov-6570676a>

Behance: <https://www.behance.net/artemn>

Lead UI/UX Designer | Product Designer

SUMMARY

Lead UI/UX Designer with 10+ years of experience designing complex interactive systems for AAA games and digital products. Experienced in leading design teams, creating intuitive user experiences for feature-rich applications, and collaborating across design, engineering and production to deliver scalable solutions from concept to implementation. Strong background in simplifying complex workflows, building design systems and transforming technical requirements into intuitive user experiences.

CORE COMPETENCIES

Product Design

UX Design
Interaction Design
Information Architecture
User Flows
Wireframing
Prototyping
High-Fidelity UI
Design Systems

Leadership

Team Leadership
Mentoring
Hiring
Design Reviews
Cross-functional
Collaboration
Stakeholder Communication

Delivery

Feature Ownership
Design Documentation
Developer Handoff
UI Implementation
Production Pipelines
Agile Development

PROFESSIONAL EXPERIENCE

KRAFTON / PUBG STUDIOS

FEB 2024 – PRESENT

Amsterdam, Netherlands

Senior UI Designer

- Design UI/UX solutions for complex gameplay systems from concept through implementation for an unannounced AAA project.
- Collaborate closely with Game Design, Engineering and Production teams across Europe and Korea to deliver intuitive player experiences while balancing gameplay goals and technical constraints.
- Create user flows, wireframes, high-fidelity UI and implementation-ready documentation for gameplay features.
- Support implementation in Unreal Engine, ensuring design quality throughout production.
- Contribute to scalable UI systems and consistent interaction patterns across multiple gameplay features.

SPERASOFT (KEYWORDS STUDIOS)

JAN 2023 – FEB 2024

Malta

Lead UI/UX Designer · Project: Star Atlas

- Led a team of five UI/UX designers on a project, providing mentoring, design reviews and day-to-day guidance.
- Managed a UI department of almost 20 people from different projects, created roadmaps
- Collaborated with Art Direction, Engineering and Production to deliver user experiences aligned with gameplay and production goals.
- Designed complex gameplay interfaces from concept through implementation in Unreal Engine 5.
- Helped improve team workflows and contributed to the project's Design System.
- Participated in hiring, onboarding and knowledge sharing within the UI team.

SPERASOFT (KEYWORDS STUDIOS)

JAN 2018 – JAN 2023

Russia

Senior UI Artist · Projects: Skull & Bones, Rainbow Six Extraction

- Designed high-quality interfaces for AAA titles, including HUD, menus, iconography and gameplay systems.
- Created wireframes, UI concepts, animations and implementation-ready assets.
- Worked closely with designers, artists and engineers to deliver polished user experiences.
- Maintained visual consistency across large-scale game features.

UI Artist · Formula 1 2020, Mortal Kombat Mobile

FREELANCE

NOV 2016 – JAN 2018

UI/UX Designer

- Designed web and mobile interfaces for clients across different industries.
- Created user flows, wireframes and high-fidelity UI.
- Worked directly with clients to transform business requirements into intuitive digital experiences.

CLEVERBITS

MAY 2015 – NOV 2016

Russia

UI/UX Designer

- Designed interfaces for mobile applications and web platforms.
- Developed UX flows, UI concepts and visual assets.
- Collaborated with developers throughout implementation.

TOOLS

Design Figma · FigJam · Adobe Photoshop · Adobe Illustrator · After Effects

Product & Collaboration Jira · Confluence · Miro

Development Unreal Engine 5 · Unreal Motion Graphics (UMG) · Blueprint

EDUCATION

Kazan State University of Culture and Arts

Master's Degree in Design

Graphic & Digital Design