

Kostya Ostroukhov

Born: Jan 14, 1993

Based in: Almaty, Kazakhstan

Nice to meet you! My name is Kostya and I am a art director, who actually designs.

«Hands-on Art Director (10+ years). Helping brands launch immersive digital products by blending visual excellence with creative coding.

Achievements & Impact

- **10+ Years of Expertise:** A decade of delivering high-end digital solutions across Fintech, Telecom, XR and Web3.
- **50+ Websites Launched:** From award-winning promo sites to complex corporate ecosystems.
- **10+ Digital Products:** End-to-end product design, including 3 mobile applications successfully launched in the App Store , Google Play, Meta store, Pico store.
- **10+ Brands Built:** Developed visual identities and communication strategies from the ground up.
- **Mentorship:** Coached and led 5+ designers, establishing high-quality design standards within the team.

Awards & Recognition

Css design awards

- 7x Special Kudos (2019–2025)
- **Website Of The Day 2019 Oct 31**

Awwwards

- 3x **Honorable Mention** (2018–2025)
- **Site of the Day - Oct 24, 2019**

The Lovie Awards

- Silver, Best XR Experience in AI & Immersive - 2025
- Winner at People's Lovie Awards - 2025
- Silver in Best XR Experience in AI, Web3 & XR - 2024
- Winner at People's Lovie Awards - 2024

European Design Awards

- Bronze in Branding: Digital Identity Applications - 2021

Expertise

1. Visual Design

I have a strong understanding of visual design principles including color theory, composition, and typography. I strive to create visually pleasing designs that effectively communicate with the intended audience. I am always learning and looking for ways to improve my skills.

2. UX Design

With a solid background in user experience design, I have a strong understanding of user-centered design principles and the ability to create intuitive, user-friendly interfaces. I have experience in research, prototyping, and usability testing.

3. Brand Identity

I have studied brand design and have several years of experience in the field. Being focused more on interface design, I have the ability and experience to think about the usage of the brand across all media and ensure consistency and scalability.

4. XR design

I am a hands-on designer with a **proven track record of launched VR and AR**

applications. I thrive in the "wild west" of spatial computing, where I enjoy the challenge of designing for environments without established interaction patterns. My experience covers the full cycle of immersive product development: from conceptualizing complex 3D interactions to polishing user interfaces for final release. I bridge the gap between physical and digital worlds by creating intuitive, human-centered experiences in uncharted territories.

5. Creative Frontend & Generative Design

I possess a deep technical understanding of **HTML, CSS, and JavaScript**, with a particular focus on **WebGL**. This expertise allows me to bridge the gap between design and development, ensuring that web experiences are as functional as they are beautiful. My true passion lies in **Generative Design** — I love "drawing with code" to create dynamic, evolving visual systems that go beyond static layouts.

6. AI-Driven Workflow

I am inspired by the rapid evolution of **AI tools** and actively integrate them into my creative process. By staying at the forefront of AI-assisted design, I enhance my productivity and find new ways to solve complex visual problems. I view AI as a powerful collaborator that allows me to focus more on high-level strategy and creative experimentation.

Work Experience

May 2021—Present | JetStyle

Achievements & Impact

- Led UI/UX design for several XR applications successfully launched in app stores.
- Defined and managed the visual identity and communication strategy for the company.

- Mentored and coached a team of designers, fostering professional growth and design excellence.
- Spearheaded the integration of AI tools into the creative workflow to enhance productivity and innovation.
- Launched multiple websites that received prestigious industry awards (Webby, Awwwards, CSSDA).
- Directed the Webflow and WordPress development stream, streamlining the launch of high-quality web projects.

Art-director, Multidisciplinary Designer

Leading digital projects, developing and maintaining web and graphic design solutions, and motion design.

May 2017 — May 2021 | JetStyle

Achievements & Impact

- Successfully launched several award-winning websites.
- Developed and scaled design systems for multiple digital products, ensuring visual consistency.
- Provided ongoing design support and maintenance for a diverse portfolio of products.
- Managed the end-to-end process of launching websites using Webflow and WordPress.

Web Designer, Graphic designer

Managing projects within a digital marketing agency, focusing on web and graphic design development and support.

Dec 2016 — May 2017 | LeadMaker

Web Designer, Graphic designer

Managed projects in a digital marketing agency, overseeing both web and graphic design execution and maintenance.

Dec 2015 — Nov 2016 | Rolsh Studio

Web Designer & graphic designer

Handled project workflows within the agency, responsible for creating and maintaining web and graphic design assets.

Talks & Lectures

Make it global, 2023 | Almaty | AI in PR, VR, HR

Presented at a major IT conference, discussing how AI transforms workflows in visual communications, XR product development, and corporate event management.

Dump, 2019 | Yekaterinburg | Generative design

Shared practical insights on creating interactive web animations and explored the benefits of coding for designers.

2022, URFU, Basics of design

Developed and led a foundational design course for university students, covering core principles and industry standards.

2023, URFU, UI/UX in games

Authored and taught a specialized course on UI/UX design specifically tailored for the gaming industry.

Hard skills

- *Figma,*

- *Blender*,
- *Html, css, js*
- *Three.js, WebGL*,
- *Webflow*,
- *Adobe CC*,
- *AI tools*.

Clients List

- **Dom.ru** – One of the largest telecommunications providers and ISPs in Russia.
- **Movix** – A comprehensive digital ecosystem and IPTV platform for home entertainment.
- **Tochka Bank** – A leading digital-first bank specializing in financial services for entrepreneurs and SMEs.
- **Askona** – The largest manufacturer and retailer of sleep products and orthopedic mattresses in Eastern Europe.
- **Penumbra** – A fully shielded, cross-chain Proof-of-Stake network and decentralized exchange (DEX) within the Cosmos ecosystem.
- **eOracle** – A decentralized oracle network and restaking protocol for the Ethereum ecosystem.

Education

Ural State Forest Engineering University, Yekaterinburg *Faculty of Economics and Management, Bachelor of Management*

2014, Yekaterinburg