SERGEY GOLNIKOV is an art director and designer with over 15 years of experience creating human-centered digital products. I specialize in turning ideas into reality for early-stage startups and revitalizing brands for established companies. My mission is to forge meaningful, emotional connections between products and people in the digital realm.

2022–Now	Freelance Art Direction & Design	Collaborating with companies and startups across the crypto, gaming, fashion, lifestyle, and healthcare sectors
2023–2024	THE OCT Art Direction & Design	Collaborating with the team, I contributed to shaping the visual style and storytelling of The OCT universe. Alongside 3D artists, we developed the designs for the mining drills, various in-game elements, and artifacts. I also took charge of designing the game's interface and produced a wide range of game-related materials.
2021–2022	Republic Product Design	As part of a dedicated team of product designers, I contributed to enhancing the retail investment experience, refining existing functionality, and leading a major redesign to shape the future vision of Republic's design language.
2021–2022	Yaizy Art Direction & Design	Together with an exceptionally talented team, we crafted the visual style, core game mechanics, social media presence, and all other visual materials. The company successfully closed an investment round and continues to grow and expand.
2018–2021	Freelance Art Direction & Design	Collaborating with companies and startups across the fashion, e-commerce, social networks, finance and real estate sectors.
2017–2018	Frank Product Design	As a product designer on this talented team, I had the pleasure of designing a wide range of complex interfaces and materials throughout the application.