

Viktor Sekovski

Creative Technologist

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Ohridati 10/15, Ohrid NMK

Competencies

Design Systems
Product Design
Design Engineering
Frontend Architecture
Performance Optimization
Motion Design
Brand Identity
AI-Assisted Workflows

Tools

Frontend

Astro • React • Next.js •
TypeScript • Tailwind

Design

Figma • Adobe CC • Affinity •
Framer • Final Cut Pro • Motion

Infrastructure

SQL • Git • Vercel • Shopify •
WooCommerce • Wordpress

Awards

Frontend Design Competition
Outlander AI 2x Finalist 2025

Human Computer Interaction
Competition Winner UP FAMNIT
x Bar-Ilan University 02.2021

Education

UP FAMNIT — Computer Science (BA
unfinished) 10.2019 — 06.2022

SOTU Gjorgji Naumov —
Programming & Automation
09.2015 — 06.2019

University of Amsterdam —
Communication Science 12.2023

UX Database — UX & UI 06.2023

University of Melbourne UM —
Design Process 03.2023

UPenn — Gamification 01.2023

Free Code Camp — Front End
Specialization 09.2022]

Profile

Creative Technologist with 6+ years of experience spanning product design, brand systems, and front-end engineering. I build high-performance digital products by pairing high-fidelity design with pragmatic technical architecture—favoring lightweight, maintainable solutions over unnecessary complexity while delivering bespoke digital experiences that drive measurable business outcomes.

Experience

Nebesna

Lead Designer & Engineer 11.2025-06.2026

- ▶ **Engineered a high-performance e-commerce platform** from zero (Astro, Tailwind, Preact), utilizing AI-assisted coding workflows to accelerate deployment & consistently achieve >95% performance scores across devices.
- ▶ **Crafted a highly scalable, premium editorial UI/UX** built to house hundreds of products and high-fidelity photos, characterized by bespoke Cyrillic typography, dynamic light/dark theming & modern Liquid Glass.
- ▶ **Directed the complete brand ecosystem and digital asset creation**, orchestrating product photoshoots, bespoke motion design, video content & high-conversion editorial advertising for multi-channel social media campaigns, achieving sustained month-over-month audience growth.

Doctors

Lead Brand & Motion Designer 01.2024 – 11.2025

- ▶ **Modernized a 25-year-old brand identity**, building scalable design systems and reusable asset libraries that ensured visual consistency across dynamic motion design, print, and physical collateral.
- ▶ **Bridged creative direction with performance marketing**, designing targeted promotional assets directly supporting sales goals & expanding reach.

Veoma

Lead Web Designer 01.2023 – 12.2023

- ▶ **Co-designed Veoma's foundational brand identity and web presence**, establishing a premium & cohesive agency brand.
- ▶ **Acted as the primary client-facing design lead**, translating complex business requirements into high-fidelity, launch-ready web experiences.

View From Nowhere

UI /UX 03.2022 – 01.2023

- ▶ **Designed and prototyped responsive game UI/UX**, improving in-game usability, interaction flows, and streamlining player onboarding.
- ▶ **Created custom 2D game assets and developed promotional websites** to support game launches and drive studio marketing.

Business House

Marketing & Creative 03.2020 – 03.2022

- ▶ **Executed multi-channel international B2B campaigns** (print catalogs, web experiences, collateral), driving a 70% increase in outreach and 30% growth in closed sales & a top sales award for our business category in Serbia
- ▶ **Led high-level cross-border client communications**, aligning visual creative direction directly with corporate commercial objectives.