



Gleb Ganenco

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11+ years

in digital & design

500k+

combined product audience

83 countries

international project reach

About me

I'm a Senior Graphic and UI/UX Designer with 11+ years of experience in product and graphic design. I've worked on fintech platforms, games, dashboards, large-scale international events, and in full-service advertising agencies, covering projects from concept and design to production.

My key strengths are composition, visual thinking, finding distinctive design solutions, and taking projects all the way through to production.

I have experience managing small design teams and stepping in as an acting Design Lead, independently overseeing the design function, making project decisions, and communicating directly with management.

I'm comfortable working with minimal initial requirements and tight deadlines.

Design has always been more than just a profession for me. It is what keeps me curious, motivated, and genuinely excited about the work I do. After all these years, that has not changed, and I consider it one of my greatest achievements.

Visual Design

Graphic Design

Web Design

Product Design

UX/UI Design

UI Design

AI in Design Workflows

Design Systems

Mobile Design

Brand Identity

End-to-End Product Development

Design Team Leadership

Interaction Design

Stakeholder Collaboration

Tools I use

Figma

Adobe Photoshop

Adobe Illustrator

ChatGPT

Claude

Midjourney

Nanobanana

Seedreams

Experience

NEOMAAA Product & UI/UX Designer

2024 – 2026

International fintech and prop trading ecosystem operating across 83+ countries with 100,000+ users, including prop trading, crypto products, brokerage services, an educational platform, media, and offline events.

- **Built the design direction from the ground up** while the company was still in its early formation stage, creating the visual system, websites, product interfaces, presentations, SMM assets, and event materials.
- **Defined the core visual style of the brand** and adapted it to rapidly changing business needs. During my time with the company, the team went through several rebrandings and visual system updates.
- Designed **UX/UI across the product ecosystem**, including websites, landing pages, CRM and internal tools, an educational platform, prop firm pages, brokerage products, and standalone trading products.
- **Contributed to the development of new business areas**, including prop trading challenges, futures, crypto trading, brokerage services, an educational platform, YouTube and podcast content, events, and media products.
- Worked with **incomplete and unstructured briefs**, running calls with the founder, copywriters, and the team, breaking down tasks, and defining website structures and product sections.
- Led design support for **international events in Latin America**, including speaker presentations, visual materials, venue branding, and supporting marketing assets.
- Delivered a high volume of content together with the team, including **2,000+ SMM creatives, dozens of presentations, YouTube and podcast materials, advertising assets, and product visuals**.

Additional metrics:

- Contributed to an ecosystem with around 100,000 users across 83 countries
- Worked with media assets including a YouTube channel with 20.4K+ subscribers, a Discord community with 7K+ members, and an Instagram account with around 20K followers.

GSI Global Team Senior Graphic Designer

2024 – 2024

International full-service event agency specializing in events, exhibition stands, merchandise, presentations, venue branding, and end-to-end visual support.

- **Handled visual design for international events** and coordinated illustrators, layout designers, 3D specialists, developers, and external contractors.
- **Created presentations, venue branding, merchandise, print materials, exhibition stands, and visual systems for events.**
- Worked on projects for **1win, Sber, Kaspersky, G-Fest, ACA**, and other clients.
- **Contributed to the production of large-scale international events**, including a project in Dubai with an audience of up to 9,000 attendees and a substantial volume of sponsor materials.
- Worked on projects for government and financial organizations, including presentation materials on **digital currencies for the central banks of Libya and the UAE.**
- **Worked under tight deadlines and with incomplete source materials**, with some assets being prepared before final dimensions were available and rebuilt shortly before delivery.

Cyber Index Tech Product Designer

2023 – 2024

Startup developing mobile Web3 games with cryptocurrency mechanics, including P2E and AR projects.

- **Designed Web3 games and AR applications from scratch**, including interfaces, states, and onboarding flows.
- **Created brand identities, websites, presentations, and SMM visuals** for gaming, cryptocurrency, and trading products.
- **Generated a library of game characters** featuring more than 25 creatures in multiple color variations.
- **Managed a system of advertising creatives in three languages** – EN, RU, and ES – covering around 20 themes, with compositions adapted to different text lengths for each language.
- **Collaborated with developers**, copywriters, SMM specialists, and motion designers.

Xaindex Product & UI/UX Designer

2023 – 2023

International Web3 platform, project-based work

- **Designed and developed interfaces for the Web3 platform**, including the main dashboard, user flows, and key product screens.
- **Created the corporate website and user account area**, working on structure, UX, and final UI.
- **Worked in a highly uncertain environment**, independently clarifying tasks when no complete brief was available, quickly developing design solutions, and adapting them to changing requirements.
- Handled product, marketing, and communication tasks simultaneously under **very tight deadlines** and a high-intensity workload.
- Created **presentations, guidelines, print materials, digital advertising**, and other visual assets to support product promotion.
- Managed the **complete visual design of major events and meetings**, from developing the overall concept to preparing materials for production and on-site use.
- Collaborated with **development, marketing, and SMM teams**, supported design implementation, and quickly resolved issues as they arose.

The Key UX/UI & Graphic Designer

2022 – 2023

International Web3 and crypto ecosystem with proprietary digital products, tokens, an educational platform, and an affiliate program.

- Created product **landing pages** for the launch of new products and business areas within the Web3 ecosystem.
- Developed **presentations, guidelines, print materials, digital advertising**, and other marketing assets.
- Created **SMM visuals**, product announcement materials, educational content, and advertising creatives.
- Handled the **complete visual design of project events**, meetings, and presentations.
- Worked across **multiple product directions simultaneously**, adapting communication and visual style to the specific needs of each one.
- Collaborated with marketing, SMM, and development teams, supported design implementation, and quickly incorporated changes.
- Worked in a **high-intensity environment with tight deadlines** and frequently changing requirements.

Idea Factory Head of Design

2020 – 2022

International startup accelerator

- Responsible for the **Idea Factory visual brand** and its development across all communication channels.
- **Created and art-directed** SMM content, educational materials and infographics, presentations, websites, video materials, and YouTube covers.
- **Together with the team, developed** brand identities, websites, presentations, SMM materials, and other communications for startups participating in the accelerator.
- **Worked directly with startup founders**, gathered requirements, discussed project goals, and defined the visual direction before development started.
- **Managed a team of two designers**, distributed tasks, controlled quality, and provided feedback.
- **Participated as a jury member** in regular startup competitions and evaluated projects during public pitches in front of audiences of several thousand people.

Colors Graphic Designer / Prepress Specialist

2017 – 2020

Full-service advertising agency with in-house production

- Created advertising materials for **outdoor, indoor, print, and packaging projects**, from initial concept and layout design to final production-ready files.
- Designed packaging layouts and prepared them for print and production.
- Handled **prepress preparation**, transferred layouts to production, and **monitored quality** throughout all stages of manufacturing.
- **Worked directly with clients**, gathered requirements, provided consultations, aligned on concepts, materials, timelines, and final designs.
- Created **digital advertising**, banners, and visual materials for online promotion and events.
- Managed **large print runs** and production orders with budgets reaching tens of thousands of dollars.
- Designed the first **corporate website for Colors** and supported its launch.

Graf Poligraf Designer / Printing Specialist

2015-2017

Quick printing

Plastigraf Graphic Designer / Prepress Specialist

2013-2015

Full-cycle printing company

Languages & Education

Russian – Native
English – B2, Upper-Intermediate
Romanian – A2

Education
Secondary School No. 33 – Secondary Education
Shchusev Art School – Painting, Drawing, Sculpture
Polyakov School of Arts – Guitar, Piano, Solfeggio