



IHOR ZAITSEV

SENIOR | LEAD GAME UI/UX DESIGNER

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[Portfolio - Explore projects, my role, process, and final work →](#)

[LinkedIn →](#) [Telegram →](#)

EXPERTISE

- Game UI/UX
- UX Flows
- Interaction Design
- Visual Design
- Prototyping
- UI Systems
- Game Systems
- Progression & Economy
- Product Thinking
- Live Development
- Visual Direction
- Leadership
- Mentoring

DESIGN & PRODUCTION

- Figma
- Photoshop
- After Effects
- Unity
- Jira

AI CAPABILITIES

- Design-to-code with AI agents (Claude Code, Codex)
- Custom AI agent pipelines
- Interactive code prototypes
- UX research & critique
- AI-assisted ideation
- Visual exploration
- Image/video generation
- Production asset generation
- Style matching & upscaling
- Node-based workflows

AI TOOLS

ChatGPT · Nano Banana ·
Midjourney · Krea · Firefly · Stable
Diffusion · Magnific · Runway ·
Kling · Veo · Sora · Claude · Gemini
· Lovable · Figma AI · Weev

LANGUAGES

English — B2 · Professional &
technical communication
Ukrainian — Fluent
Russian — Native

PROFILE

Senior / Lead Game UI/UX Designer with 9+ years in UI/UX and 8+ years focused on games. Hands-on across research, UX flows, visual exploration, prototyping, polished UI, design systems, implementation support, and in-engine review. Builds custom AI-agent workflows that take designs to working, code-based prototypes. Owned core & meta UI/UX for Modern Ops (100M+ downloads) · 30+ game and interactive projects.

EXPERIENCE

BrainRocket

2023 - 2026

Senior Game UI/UX Designer / Lead Game UI Designer

Scope: 20+ projects · Mobile & Desktop · Hands-on Lead

- Contributed to multiple game, gamification, and interactive projects across different genres and production stages.
- Owned UI/UX from individual features to complete player flows and end-to-end interface solutions.
- Turned incomplete requirements into clear UX flows, visual concepts, prototypes, polished UI, and production-ready designs.
- Built reusable UI systems, components, patterns, and templates to improve consistency and reduce repeated work.
- Worked closely with Product, Game Design, Art, and Development throughout production, including implementation support and in-engine review.
- As Lead, reviewed work, mentored designers, supported visual direction, and contributed to planning, prioritization, and brand-related work.

EDKON Games

2018 - 2023

Game UI/UX Designer / Game Designer

Selected shipped titles: Modern Ops — 100M+ downloads · Fire Strike — 10M+ downloads

- Owned UI/UX across core and meta systems including HUD, lobby, progression, weapons, shop, onboarding, combat UI, and multiplayer flows.
- Reworked visual direction, information hierarchy, and player experience across live products.
- Expanded beyond interface design into game systems, progression, economy, balance, retention-focused features, and feature development.
- Took broad ownership of Fire Strike, combining end-to-end UI/UX with product and game-system thinking.
- Used Unity directly to test, refine, and review UI implementation, working closely with developers throughout production.
- Supported shipped products after launch and iterated on live features.

Fgfactory

2017 - 2018

UI/UX Designer

- Designed UI/UX for desktop and mobile games and digital products; worked on GUI, UI animation, logo design, and icon design.
- Collaborated with developers across multiple client projects.

Unit Space

2017

UI/UX Designer

- Designed web and mobile products, websites, landing pages, and mobile applications.