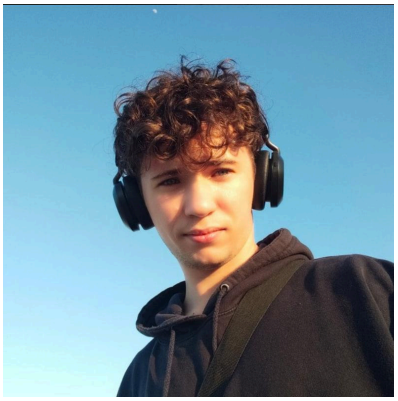


Viktor Maleiev

AI Creative Designer 📍 Ukraine (Remote)
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📱 **Telegram: Diebbova**

SUMMARY AI Creative Designer with 5 years of experience in graphic design, branding, and visual content production. Specializing in integrating generative AI (Midjourney, Stable Diffusion, Runway, Kling) into commercial pipelines—ranging from identity and merchandise development for music artists to creating short-form videos and UI concepts.

WORK EXPERIENCE AI Creative Designer & Founder | Why-not.com.ua (merchandise & creative production platform) November 2021 — Present (5 years)

- **Generative Design & AI Pipelines:** Built a workflow based on Midjourney, Stable Diffusion (Flux, ControlNet, LoRA), and Adobe Photoshop.
- **Merch Design & Branding:** Developed 150+ commercial designs (apparel, acrylic badges, metal pins, sticker packs, release cover art) for over 10+ music artists and bands (including ENNDYOFF, Dark and Light, KawaiiUta, SquallOfYourSilence). → https://why-not.com.ua/musicians
- **Pre-press & Production:** Performed full pre-press preparation, retouching, vectorization, and color correction.
- **UI/UX & Gamification:** Designed platform storefronts and promotional materials in Figma (Glassmorphism).

Content & Video Production Specialist | Project Work / Freelance August 2023 — Present

- **Multi-platform Video Production:** Created and edited 50+ short-form videos (Reels, TikTok, Shorts) and promotional clips, combining video generation (Runway, Luma

Dream Machine, Kling AI, HeyGen) and voiceover (ElevenLabs) with final editing, subtitles, and color grading in DaVinci Resolve.

CORE SKILLS & AI STACK

Generative Graphics: Midjourney, Stable Diffusion (Flux, ControlNet, LoRA), Krea AI, Adobe Firefly (prompt engineering, Image-to-Image, Inpainting, upscaling, brand book styling).

Graphic Design & Pre-press: Adobe Photoshop, Adobe Illustrator, Stitch, Canva (retouching, compositing, preparation for DTF and large-format printing, merch and identity development).

Video & Animation: Runway, Luma Dream Machine, Kling AI, Pika, HeyGen, DaVinci Resolve, OBS Studio, Auto-Subs (video generation, editing, color grading).

UI/UX & Prototyping: Figma, Pixso (adaptive interfaces, 8pt grid, Dark/Light themes, Glassmorphism, presentations and pitch decks).

Audio & AI Assistants: ElevenLabs, Suno, Udio, FL Studio, Audacity (sound design, background track generation, basic mixing); Gemini, ChatGPT, Claude Code, Antigravity (routine automation, scripting).

EDUCATION & LANGUAGES

Education: Dnipro Specialized Art College of Culture (DFMHKK) — Musical Art.

Languages: Ukrainian — Native | English — B1