SERGE PIKHOTSKIY

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SUMMARY

I am a designer with extensive background in UX/UI Design, 3D Visualization, Real-time Virtual Reality (VR), Photography, and Videography. I bring ideas to life through digital interactions and visual design. My goal is to create impactful products and experiences that captivate audiences and drive social change.

EXPERIENCE

Piranha NYC
2019 – Present

Art Director (3D/VR/UX)
Overseeing strategy and execution of interactive projects including UX design, AR/VR content development, with active involvement in production. Collaborating with clients to translate brand ideas into digital experiences. Leading a cross-regional team of digital artists ensuring quality, consistency, and alignment with the client's objectives.

GAMMAHAUS
2014 – 2019

Lead Creative Designer & Project Manager
Managed end-to-end large-scale visualization projects, ensuring strict adherence to timelines and fostering strong client relationships, while closely involved in supervising the production team. Developed AR/VR interactive techniques utilizing 3DSMax, Vray, Pano2VR and Unreal Engine, enabling clients to engage in immersive, hands-on experiences.

DreamLine
2015 – 2018

Design & Product Visualization Consultant
Conceptualized and developed contemporary interior designs for major retailers like Lowes, Home Depot, Walmart, Ferguson, and Overstock, focusing on showcasing shower doors and appliances. Developed VR/AR 360-degree product showcases and established efficient file transfer systems using 3DSMAX, Maya, and Vray.

Evolution Virtual
2014 – 2015

Lead Artist, Project Manager
Established and led a visualization department in the New York office, focusing on 3D/VR/AR projects. Managed a team of digital artists and established an international outsourcing team. Ensured quality control and timely delivery of 3D assets. Handled client relations and estimated time and scope for all projects.

SKILLS

User Experience (UX)
Creative direction
User Research
Wireframing
User Journeys
User Flows
Data Analysis
Prototyping
Usability Testing
Info Architecture
Agile Development
Sketch, Figma, InVision
Photoshop, Illustrator
Adobe After Effects & Premiere Pro
VR/AR/XR Real-time
Unreal Engine, Unity
3D Studio Max & Vray
Digital Animation
Project Management
HTML5, CSS, C+
Pano2VR, ARkit
Video & Photography

EDUCATION

RUTGERS UNIVERSITY
Bachelor in Computer Animation & Design

GENERAL ASSEMBLY
UX Design Immersive