

VADYM ALYEKSEYENKO

Multidisciplinary Creative Technologist & Strategist with 13+ years of experience transforming brands into market leaders. I bridge high-end branding with data-driven web design to maximize online visibility and conversion. My focus is on delivering high-performance digital ecosystems that convert visual identity into measurable business growth and scalable results.

EXPERIENCE

2020
2026

HABITARMOS LEAD DESIGNER & DIGITAL GROWTH SPECIALIST

I lead end-to-end digital transformation for the ARKITEK® & SKUBA® brands, acting as the bridge between commercial objectives and technical execution. Responsible for orchestrating e-commerce ecosystems, automating CRM/ERP workflows, and optimizing B2B sales performance. I apply Agile methodologies to manage production cycles—from 3D conceptualization and visual design to the implementation of automated systems—ensuring that technology serves both the sales strategy and the company's operational efficiency.

2010
2026

ALYGEN | FREELANCER CREATIVE TECHNOLOGIST & WEB DEVELOPER

I architect high-performance digital solutions and strategic visual identities for a diverse client base. My practice bridges the gap between creative design and technical execution, delivering data-driven products that accelerate business growth. I leverage modern development stacks and automation methodologies to build scalable digital ecosystems, managing projects from requirement gathering to final delivery with a focus on conversion, SEO, and robust systems integration.

EDUCATION

2017
2020

BA IN GRAPHIC AND MULTIMEDIA DESIGN #HIGHEST GPA

ESAD.CR – School of Arts and Design, Caldas da Rainha

2015
2017

BSC IN COMPUTER ENGINEERING

ESTG - School of Technology and Management, Leiria

2014
2015

WEBSITE DEVELOPMENT (CET)

ESAD.CR – School of Arts and Design, Caldas da Rainha

CERTIFICATES

2026

PROFESSIONAL SCRUM MASTER™ I (PSM I) | [Scrum.org](https://www.scrum.org)

ADOBE CONTENT CREATOR | [Adobe](https://www.adobe.com)

ADVANCED MARKETING OPTIMIZATION & STRATEGY | [Coursera](https://www.coursera.org)

GOOGLE UX DESIGN | [Google](https://www.google.com)

GOOGLE PROJECT MANAGEMENT | [Google](https://www.google.com)

GOOGLE ADVANCED DATA ANALYTICS | [Google](https://www.google.com)

SEO MASTERCLASS: BEGINNER TO ADVANCED | [Alex Genadinik](https://www.alexgenadinik.com)

FULLSTACK DEVELOPMENT | [Scrimba](https://www.scrimba.com)

GOOGLE DIGITAL MARKETING & E-COMMERCE | [Google](https://www.google.com)

[BROWSE ALL CERTIFICATES ALYEKSEYENKO.OVH](https://www.alyekseyenko.ovh)



HARD SKILLS

AI & SYSTEMS AUTOMATION: N8N, MAKE, PYTHON SCRIPTS, API ORCHESTRATION, DATA PIPELINE ARCHITECTURE, CRM SYNCING, BUSINESS PROCESS AUTOMATION, PROMPT ENGINEERING.

WEB DESIGN & DEV: WORDPRESS, REACT, PHP, PYTHON, SQL, HTML5/CSS3, API INTEGRATION.

WEB PRODUCT DESIGN & INTERFACE: RESPONSIVE WEB DESIGN, UI DESIGN, WIREFRAMING, WEB COMPONENT ARCHITECTURE, DATA VISUALIZATION LAYOUTS.

DIGITAL MARKETING & SEO: META ADS, GOOGLE ADS, CRM AUTOMATION, TECHNICAL SEO, CORE WEB VITALS, GA4, GSC, SCHEMA MARKUP, AEO, AUTOMATED GROWTH FLOWS.

GRAPHIC, PHOTO, 3D & MULTIMEDIA: ADOBE CC, BRANDING, PACKAGING, EDITORIAL, PRE-PRESS, ICONOGRAPHY, IMAGE EDITING, PHOTOGRAPHY, 3D PRODUCT VISUALIZATION.

GENERATIVE ART & DATA VIZ: CCREATIVE CODING, P5.JS, PROCESSING, ALGORITHMIC DESIGN, DATA MAPPING, VISUAL SYSTEMS, REAL-TIME DATA VISUALIZATION.

PROJECT & STRATEGY: SCRUM MASTER (PSM I), AGILE METHODOLOGIES, WORKFLOW OPTIMIZATION, REQUIREMENTS GATHERING, TECHNICAL DOCUMENTATION.

SOFT SKILLS

LEADERSHIP & STRATEGY: PROACTIVE, STRATEGIC, INNOVATIVE.

EXECUTION & RESILIENCE: ORGANIZED, INDEPENDENT, RESILIENT.

COLLABORATION & DESIGN: CREATIVE, COMMUNICATIVE, EMPATHETIC.

LANGUAGES

PORTUGUESE, UKRAINIAN, RUSSIAN & ENGLISH

ADDITIONAL INFORMATION:

Digital Presence: Creator of interactive generative art projects exhibited at PCD (Porto/Coimbra).

Photography Impact: Contributor to global platforms (Unsplash, Pexels); visual assets featured by major media outlets including Forbes, RTP, and Idealista, reaching +10M cumulative views.

Community Operations & Strategy: Founder and lead strategist of a 25k+ multi-platform community (Discord/TikTok). Architected digital ecosystems to drive user retention, organic engagement, and brand identity for a high-growth digital audience.



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