Andrei Gerse

Web Designer

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Da Lat, Vietnam
Open to remote work

Power engineering — Figma and UI — Web design

Profile

Web designer moving into design from electrical engineering. I design landing pages and product pages in Figma, with a focus on a strong first screen, clear hierarchy and image-led layouts. As Chief Power Engineer I am responsible for systems where mistakes are costly, so I plan carefully, document my work and finish what I start. Sociable, responsible, and always learning something new.

Selected projects

Perfume-Mode, online perfume store — Figma

- Home, catalogue and product pages, desktop and mobile. Glass UI over photography and a fragrance notes pyramid for buying perfume online.

Whoosh, hair dryer product page — Figma

- Product page, features and checkout. Interactive hotspots on the device that become bottom sheets on mobile.

Audi RS5, car showroom concept — Figma

- Showroom, configurator with live price and pre-order form, desktop and mobile. Unofficial concept.

Experience

Web Designer — 2026 – present
Self-directed projects

- Designed three e-commerce concepts in Figma (15 screens) for beauty, consumer tech and automotive brands, each with desktop and mobile versions.
- Built some designs into working websites with AI-assisted development.

Chief Power Engineer — 2024 – present
Unified Construction Customer of the Irkutsk Region (state institution), Irkutsk

- Led power supply and electrical works on 10 construction projects.
- Reviewed electrical design documentation and coordinated contractors and suppliers.
- Increased team productivity by 20%.

Education

Master's, Electrical Power Engineering — 2024 – present
Irkutsk State Agrarian University named after A. A. Ezhevsky

Bachelor's, Agricultural Engineering — 2021 – 2024
Power engineering track. Same university.

Design skills

Figma: layouts, components, auto layout
Landing pages
E-commerce and product pages
Responsive design
Typography and colour
Visual hierarchy

Also useful

HTML, CSS, React basics
AI tools for prototyping and building pages
Technical documentation

Soft skills

Communication
Responsibility
Fast learner
Working with contractors and clients

Languages

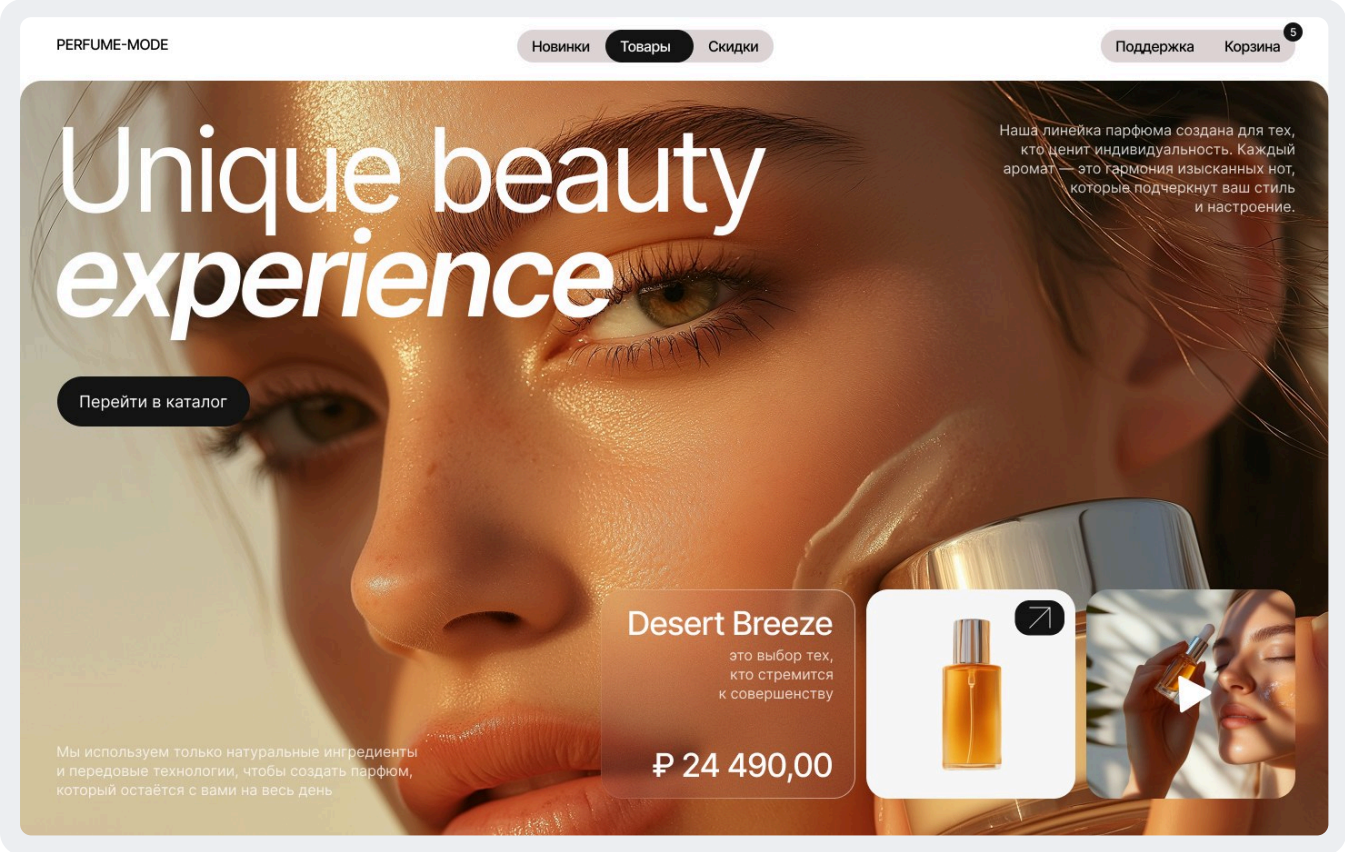
Russian native
English B2

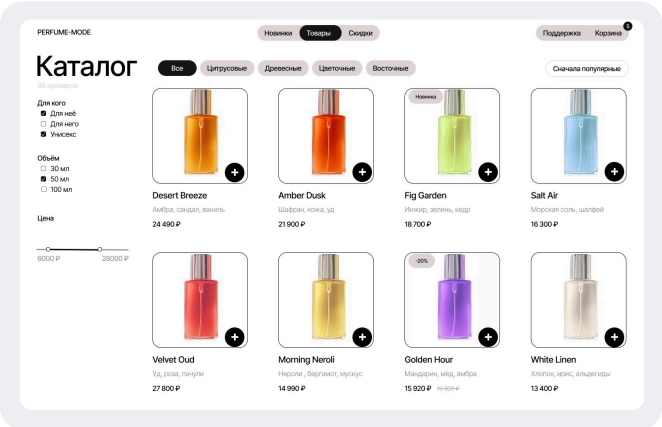
Interests

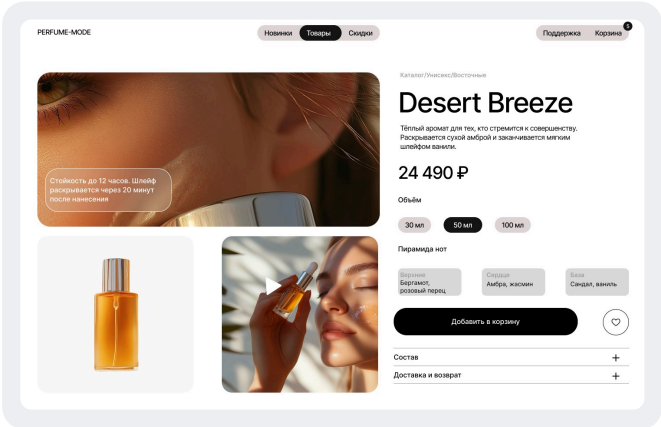
Boxing and gym
Learning new skills

Perfume-Mode

Online perfume store



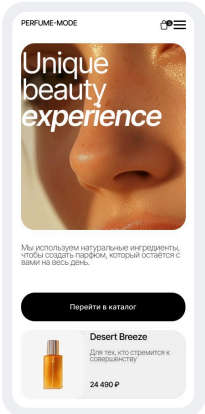




The photo carries the brand, so the interface stays light and lets the skin and amber tones fill the screen. The headline mixes upright and italic weights like a fashion magazine cover, and a frosted glass card keeps the price readable over the photo.

In the catalogue, filters sit in a calm left column and every bottle shares the same light and angle, so the grid reads as one collection. On the product page, a pyramid of top, heart and base notes answers the main problem of buying perfume online: you cannot smell it.

On mobile, the glass card would cover the face, so the photo and the product are separated. The price and the add-to-cart button stay pinned to the bottom of the screen.



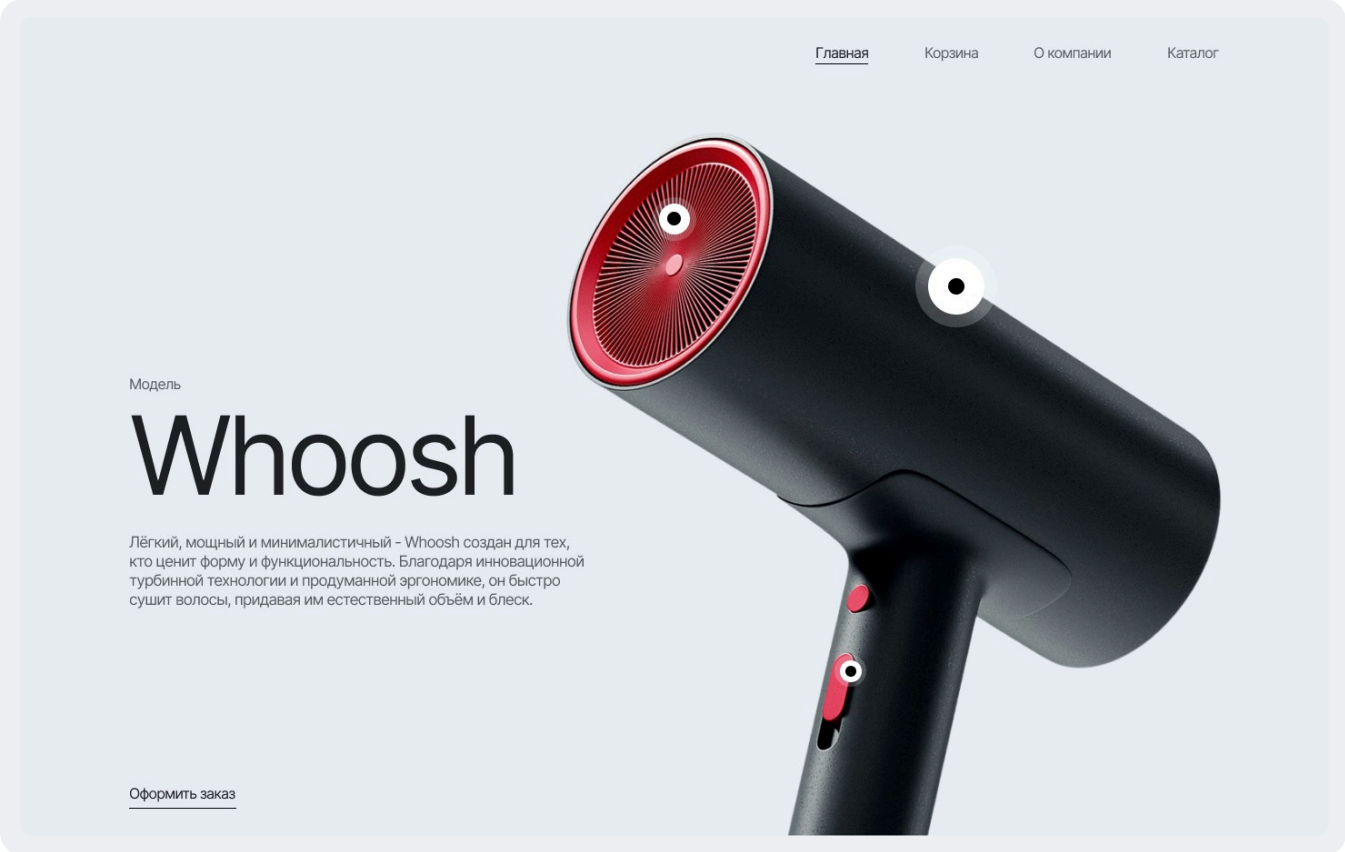


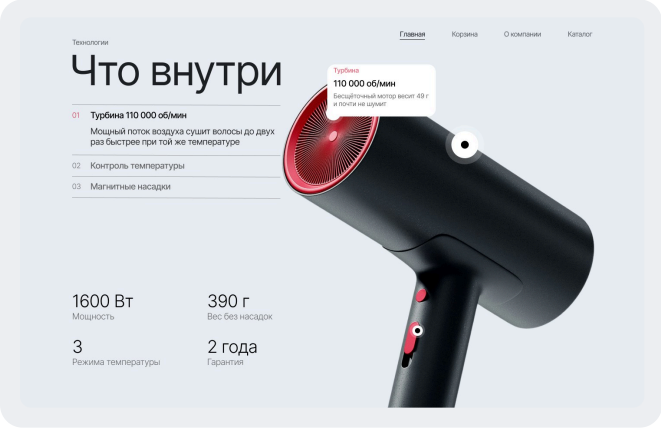
Role	Concept, UI design, responsive layouts
Tool	Figma
Focus	Image-led layout, glass UI, catalogue filters, fragrance notes

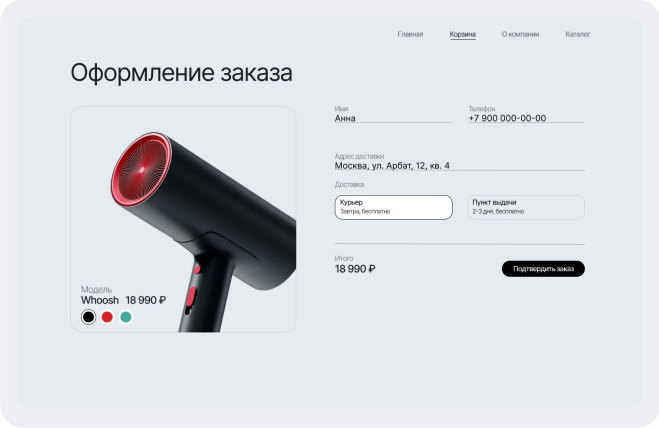
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Whoosh

Hair dryer product page and checkout



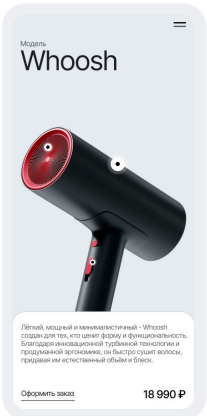


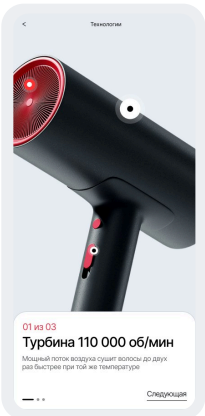


A minimal product page where the device itself is the hero. The cool pale blue background makes the dark body and red details stand out, and the red of the nozzle becomes the only accent colour on the site.

Hotspots sit right on the product. On desktop, a popover explains each one next to a short list of technologies and four key specs. Checkout keeps the same quiet style: underlined fields, two delivery cards and one dark button as the only heavy element.

Phones have no hover, so on mobile a tap on a hotspot opens a bottom sheet with a step counter. This adapts the interaction, not just the layout.





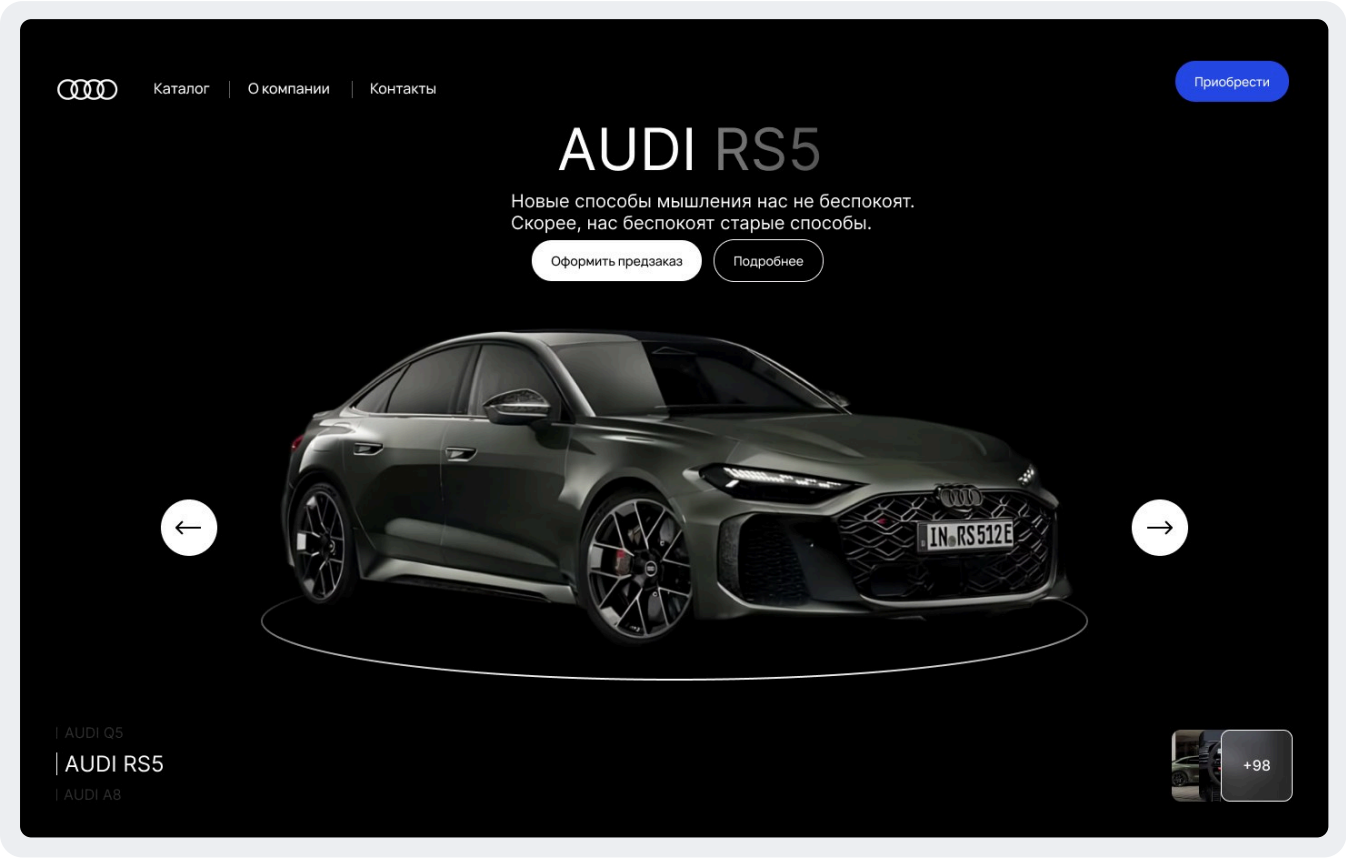
Role	Concept, UI design, responsive layouts
Tool	Figma
Focus	Product hotspots, colour from the product, hover to tap adaptation

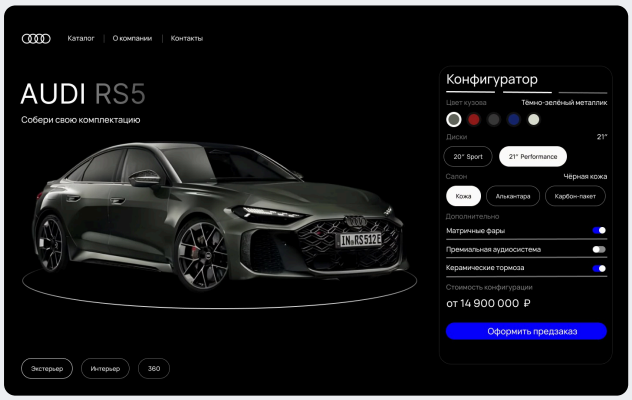
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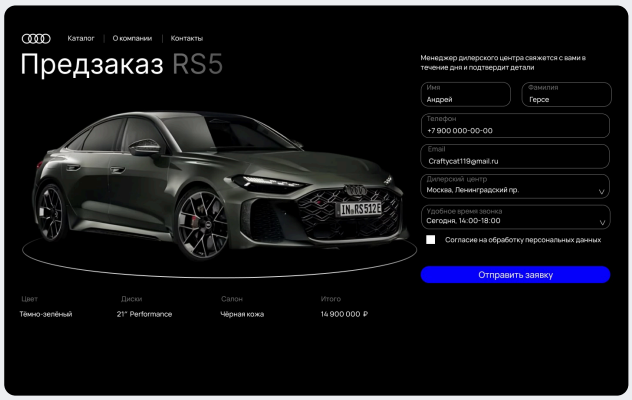
Audi RS5

Case 3 of 3

Car showroom, configurator and pre-order. Unofficial concept



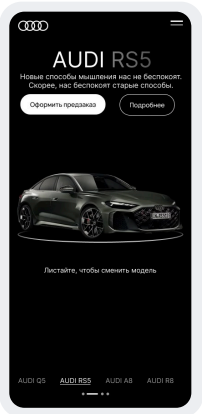


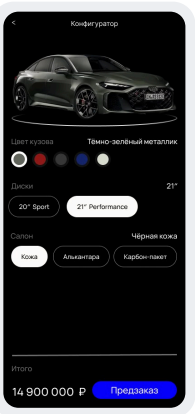


A digital showroom. The black background works like a studio, and a thin ellipse under the car gives it a stage, like a turntable at a motor show.

The configurator groups choices by colour, wheels, interior and extras, with the total price always visible above one blue button. The pre-order page repeats the chosen configuration under the car, so the buyer sees exactly what they are ordering.

On mobile, arrows become swipes and the model list turns into horizontal tabs. In the configurator, the total and the pre-order button stay pinned to the bottom.





Role	Concept, UI design, responsive layouts
Tool	Figma
Focus	Dark theme, configurator, live price, form design

Audi is a trademark of AUDI AG. Unofficial concept.