

Contacts

Warsaw, Poland
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alexdashk@gmail.com

Telegram
Linkedin

Portfolio

Artstation
Behance

Specializations

Art direction, Design leadership,
Design/Art Management,
UX/UI, Product design, GUI,
Communication design, Web,
Mobile, Game interfaces

Awards

White Square. Digital & Interactive.
Highway Rock, Бронза, 2021

Awwwards
To the Stars, Honorable mention

Awwwards
Highway Rock, Honorable mention

Education

Minsk State College of Architecture and Construction
Architecture of Residential and Public Buildings
2005, Diploma

Management Foundation
2016, Certificate

Bang Bang Education
Grids and Website Architecture
2018, Certificate

Languages

Russian
Native

English
Intermediate (B1)

Alex Dashkevich

Digital Art Director, Expert UX/UI Designer, Product Designer

Art Director and UX/UI/Product Designer with 16 years of experience in IT industry and over 10 years in game development. ex-Wargaming. Worked across design studios, fintech, large-scale gaming products with millions of users, game marketing, internal and external services and products of Wargaming. Held roles as Creative and Art Director of a Web3 game, Resource Manager, and Lead of Design and Art Teams of various sizes.

Helps businesses develop functional, user-friendly, and visually appealing interfaces and communications for B2C and B2B products — including games, web, and mobile. Specializes in creating unique and recognizable UI styles, product redesigns, UX improvement, and building/managing design and art teams.

Combines engineering thinking with conceptual and strategic vision. Acts as a design visionary within the team but also works hands-on as a “playing coach.” Builds creative workflows tailored to business context.

Exverse Creative Director / Art Director

Warsaw, Remote 2023—2025

Was responsible for creative and art direction of the game Exverse — a UE5 Web3 FPS multiplayer shooter on blockchain in a sci-fi / cyberpunk setting. Worked on generating ideas for game development and marketing, creating and overseeing quality of visual and creative components of the game, managing design and art teams.

- Carried out a full FPS WEB3 game rebranding
- Developed UX architecture of game interface, created visual style of interface and overall visual identity of game product from scratch
- Organized and supervised work of design and art teams (6 people)
- Organized and supervised work of outsourced artists, animators, and video editors
- Redesigned the game's website.
- Developed the game universe (lore)
- Was responsible for hiring, training, and development of employees, onboarding of new team members
- Initiated format of regular “Developer diaries” for marketing presentation
- Handled administrative and financial operations of design and art teams

Holmgard Games Lead UX/UI Designer

Warsaw, Remote 2023

Was responsible for UX/UI design of the game interface for Project L.3.3.T. — a UE5 FPS multiplayer extraction shooter. Oversaw quality of in-game UI assets.

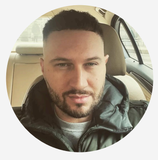
- Collected and structured interface requirements from creative director and game designers
- Developed UX architecture of interface
- Created visual style of the game interface from scratch and worked on its improvement
- Trained, organized, and supervised work of graphic designers

Playsense Design Lead / Art Director

Warsaw, Remote 2022—2023

Was responsible for work of design and art teams at Playsense. Handled resource management and distribution of tasks and work across teams, as well as quality control of all visual assets.
In role of art director, worked on high-budget marketing campaigns for game development.

- Maintained full design team during company’s exit from CIS market at a critical moment
- Organized and set up workflow processes for design and art teams after restructuring (15 employees)
- Organized and supervised work of outsourced artists and designers
- Oversaw quality of all production visual assets
- Developed and organized visual concept production for the New Year in-game event in World of Tanks — Holiday Ops 2023
- Was responsible for administrative and financial operations of design and art teams



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Wargaming Project Art Director

Minsk, Hybrid 2021—2022

Was responsible for art direction of marketing campaigns for World of Tanks. Worked as a supervisor, art director, and lead UX/UI designer for Wargaming's internal products, tools and services.

- Organized and oversaw creation of a unified design system for two internal services — HR Tool and Orgstructure Tool
- Organized and set up workflows for design outsourcing teams
- Monitored quality of design work delivered by outsourcers
- Acted as art director on live-action sets and in pre- and post-production of World of Tanks marketing campaigns

Wargaming Senior UX/UI Designer

Minsk, Hybrid 2019—2021

Worked on UX/UI design for Wargaming products within the in-house Interactive Agency — internal tools and services, unique game events using web technologies, promo and corporate websites, web services, and mobile apps.

- Created and implemented creative design concepts for web-based event special projects
- Worked on UX/UI design for special projects, promo and corporate websites, external and internal web services, and mobile apps
- Created a UX/UI style guide for Wargaming's landing page builder, which simplified and reduced the cost and time of producing landing pages

Wargaming Lead UX/UI/Product Designer

Minsk, Office 2018—2019

Was responsible for UX/UI Product and web design of all World of Tanks web projects.
Managed work of UX/UI and web designers. Developed in-game interfaces for monetization features.
Also engaged in mentoring, hiring, training, and developing designers.

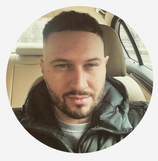
- Initiated creation of a new web department within the UX team of WoT, improved web design quality and saved the company money
- Organized and optimized design processes within the web team
- Controlled quality of team's output
- Prepared interfaces for UX lab testing and accompanied testing sessions
- Assisted product manager in implementing design performance metrics
- Directed visual production of assets
- Developed creative visual concepts and UX/UI design for special projects and interfaces inside the game client
- Implemented first 3D-based web project at Wargaming using WebGL — in the special project "Tankoplane"

Wargaming Senior Product Designer

Minsk, Office 2016—2018

Was responsible for major redesign of the main World of Tanks portal — a media website with millions of daily visits and direct conversion to the Wargaming Premium shop.

- Supervised quality and all design processes for portal redesign
- Co-organized and configured work processes together with product manager
- Controlled quality of assets and visual content
- Wrote technical specifications for development of visual assets
- Maintained design documentation
- Prepared interfaces for UX testing and oversaw testing process
- Helped implement metrics and monitored design performance
- Worked closely with product manager, analysts, and developers
- Set up working standards and toolkits within design team



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Wargaming Senior UX/UI Designer

Minsk, Office 2014—2016

Was responsible for visual style and redesign of strategic web meta-game for World of Tanks — Global Map 2.0.

- Created two distinct interface styles from scratch (flat and skeuomorphic)
- Prepared and tested interfaces in the Wargaming UX lab
- Improved UI based on test results and feedback
- Customized interfaces for recurring game events
- Directed design of the game’s logo and key visuals

Orange Label Senior UX/UI Designer

Minsk, Office 2010—2014

Worked in one of the top-rated design studios in Belarus on graphic, web, UX/UI, and product design.

- Spent 2 years as lead designer on a fintech project — online banking for individuals and businesses (MTBank)
- Supervised UX and UI designers on the project
- Designed websites and mobile applications
- Worked on branding, graphic, communication, and web design for a wide range of industries — from fashion models and rock stars to real estate agencies and agricultural feed manufacturers.

Interesting facts:

- Worked for 5 years as an architect designing residential and public buildings. This foundation built my systematic thinking and aesthetic vision.
- Played 🎸guitar in two rock bands at the same time. That’s was sooooo funny!
- Made Arnold Schwarzenegger wave a big stick during a commercial shoot