

BASED IN TBILISI, GEORGIA

PRODUCT & WEB DESIGNER

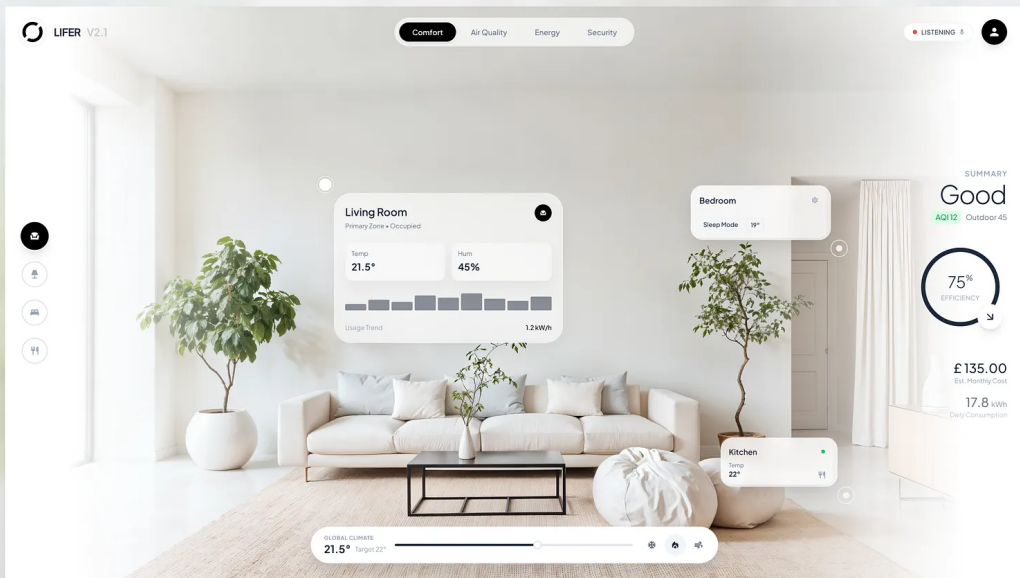
2020 — 26

NICK BESIEDIN.

Product designer with 5+ years shipping interfaces for startups and SaaS. From user research to design systems — focused on UX that converts and AI workflows that scale.

● PORTFOLIO 2026

(01)



DRIBBBLE SHOT

SMART HOME UI CONCEPT

UI DESIGN

IOT

MOBILE

A concept interface for controlling a connected home — device controls, room grouping, and status at a glance. Designed around quick, one-tap interactions and a soft, modern visual language that keeps complex IoT controls simple and calm. A study in making a dense control surface feel effortless.

SKILLS

UI/UX Design

IoT

Product Design

[VIEW ON DRIBBBLE](#)



DRIBBBLE SHOT

CONVERSION-FOCUSED HERO REDESIGN

WEB

LANDING

CRO

A hero-section redesign built to convert — sharper value proposition, clearer visual hierarchy, and a single focused primary CTA. Restructured the layout and typography so the eye lands straight on the action, and the offer reads in seconds.

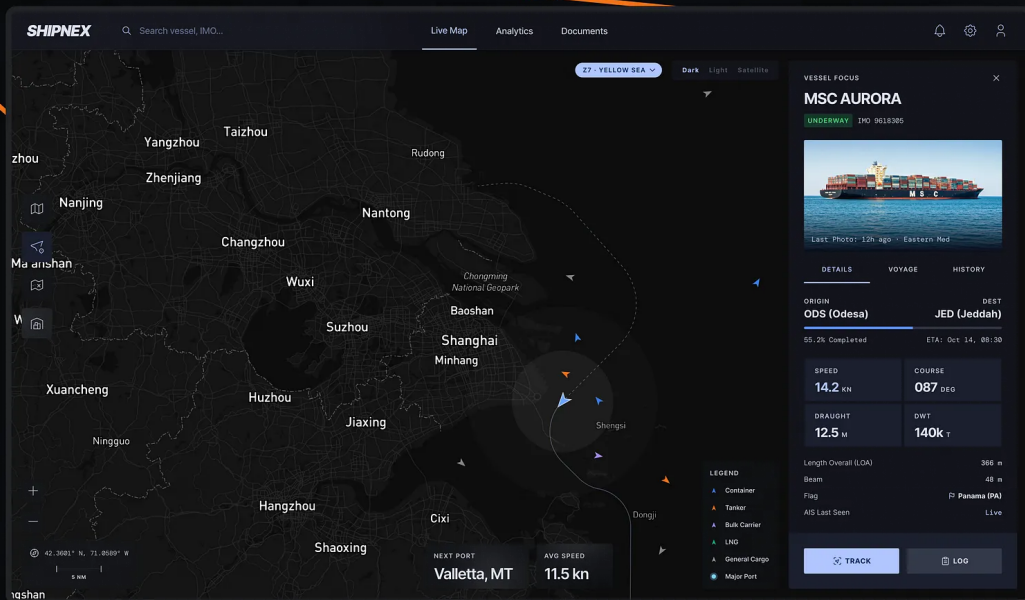
SKILLS

Web Design

Landing Page Design

CRO

[VIEW ON DRIBBBLE](#)



DRIBBBLE SHOT

MARITIME VESSEL TRACKING MAP

DARK UI

DASHBOARD

DATA VIZ

A dark-theme operations dashboard for tracking maritime vessels in real time — live map, fleet-status panels, and dense data tables built to stay readable under heavy information load. The work focused on hierarchy and scannability: surfacing the right vessel and metric fast, with a calm dark palette tuned for long monitoring sessions.

SKILLS

UI/UX Design

Dashboard

Product Design

[VIEW ON DRIBBBLE](#)



DRIBBBLE SHOT

GLASS 3D ILLUSTRATION SET

3D

ILLUSTRATION

GLASS

A set of glass-morphism 3D illustrations — translucent, refractive objects rendered with studio lighting and a minimal color palette. Each piece balances geometric simplicity with material richness, designed to serve as hero visuals or section accents in digital products.

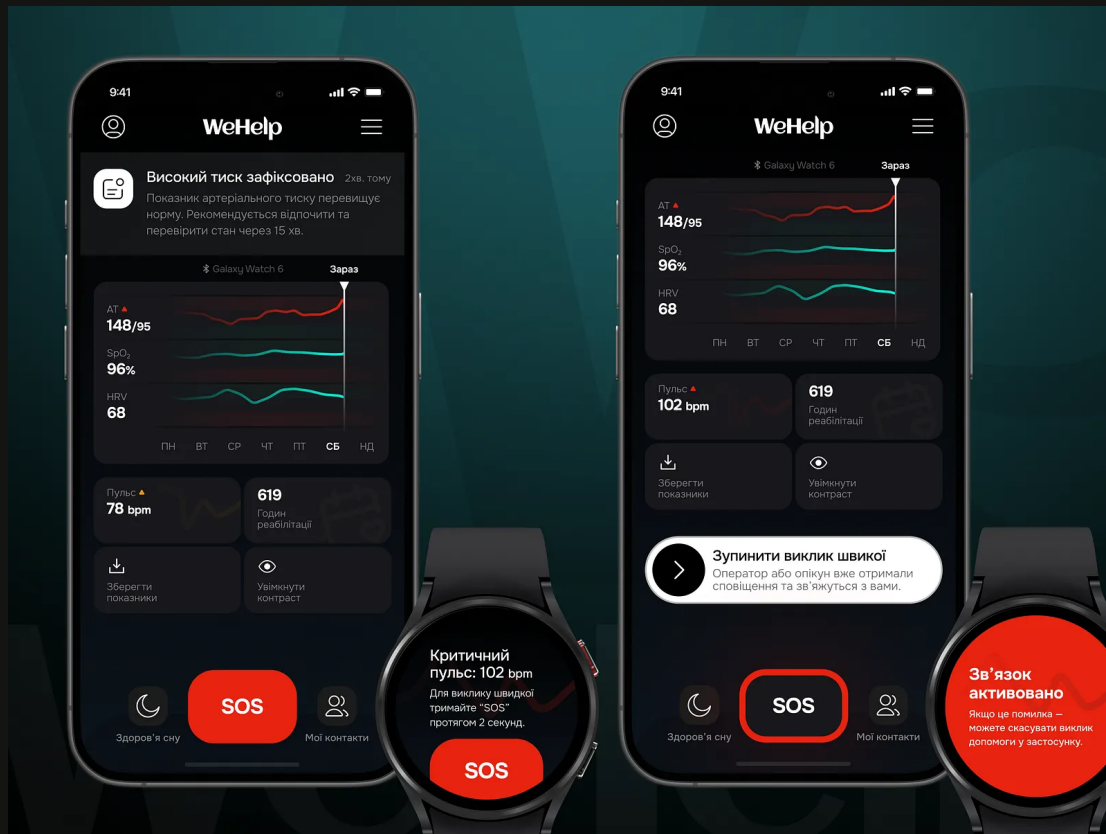
SKILLS

AI Image Generation

Nanobanana Pro

Visual Design

[VIEW ON DRIBBBLE](#)



DRIBBBLE SHOT

EMERGENCY APP & HEALTH TRACKER

DARK UI

MOBILE

HEALTH

A mobile concept pairing emergency access with everyday health tracking — a fast SOS flow, vitals overview, and trends. The dark UI is tuned for legibility and urgency, keeping the critical action one tap away while the daily tracking stays quiet and unobtrusive.

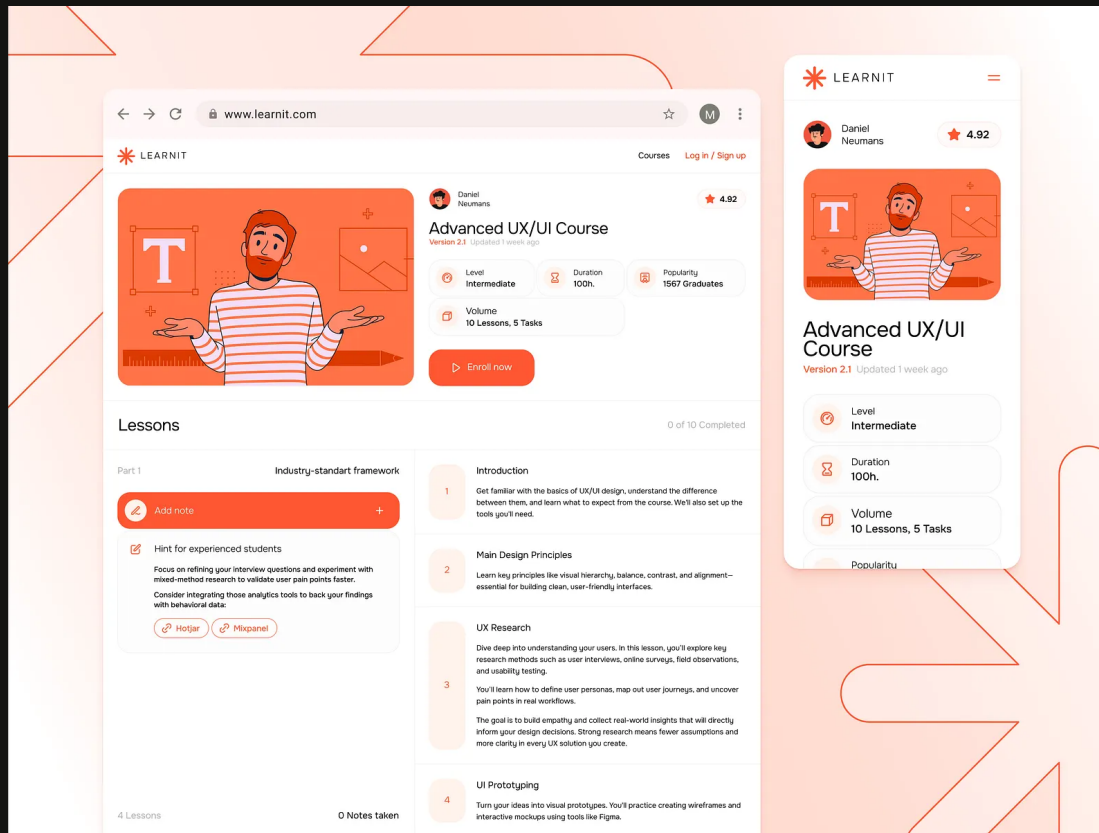
SKILLS

Mobile App Design

UI/UX Design

Product Design

[VIEW ON DRIBBBLE](#)



DRIBBBLE SHOT

EDUCATIONAL PLATFORM COURSE PAGE

WEB

MOBILE

EDTECH

A responsive course page for an online learning platform — clear curriculum structure, progress, and enrollment. The challenge was making a content-heavy page feel organized and inviting; the layout chunks information into a calm reading rhythm that holds up across web and mobile.

SKILLS

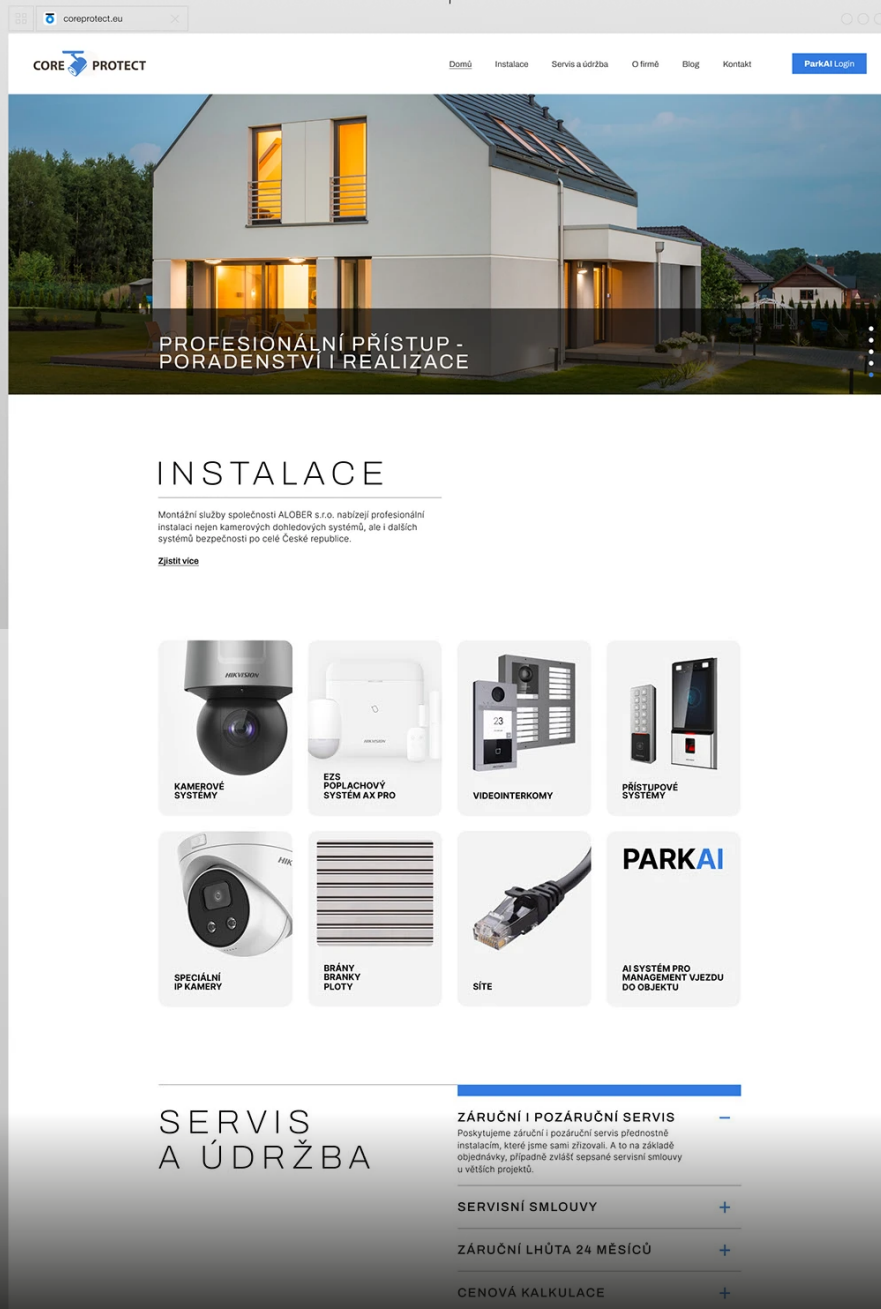
Web Design

UI/UX Design

Product Design

[VIEW ON DRIBBBLE](#)

Corporate Website



BEHANCE CASE STUDY

SURVEILLANCE SYSTEMS

CASE STUDY

DARK UI

DASHBOARD

An end-to-end case study for a surveillance and monitoring platform — live camera grid, event timeline, and alert management in a dense dark UI. The work centered on situational awareness: surfacing the right feed and the right alert at the right moment, without overwhelming the operator.

SKILLS

Web Design

UI/UX Design

[VIEW FULL CASE ON BEHANCE](#)

(08)

14x Cases

20 more similar projects
were curated
You won't find them here

20 more similar projects
were curated
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overview

Year 2023

SNEAKER FRANCHISE BRANDING(S)

In this unique branding case, I had the exciting challenge of crafting distinct identities for multiple franchisees within a sneaker franchise. Each franchisee was free to create their own brand, independent of a centralized franchise identity. The objective was clear: design unique and compelling brand identities that reflected the individuality of each franchisee.



THE RESEARCH & DISCOVERY

I analyzed current trends, target demographics, and the competitive landscape to understand the broader context in which these brands would exist. Each franchisee presented their own set of goals, values, and visions for their brand. Understanding these nuances was crucial for developing a tailored branding strategy that positioned each franchise uniquely in the market.

BEHAVANCE CASE STUDY

SNEAKER SHOPS

CASE STUDY

BRANDING

FASHION

An express branding case for a fashion sneaker brand — visual identity, product presentation, and e-commerce layout designed to feel premium and on-trend. Strong product imagery, bold typography, and a cohesive brand language across touchpoints.

Express Branding

Fashion

Brand Identity

Art Direction

[VIEW FULL CASE ON BEHANCE](#)

GET IN TOUCH

LET'S BUILD SOMETHING GREAT.

Have a project in mind? I'll personally review your brief and get back to you within 24 hours.

NICK.BESIEDIN@GMAIL.COM

LOCATION

Tbilisi, Georgia
Available worldwide

SERVICES

Product Design
Design Systems
Brand Design
UX Research & AI Ops

WEBSITE

nibes.design

[DRIBBBLE](#)

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