

Nicol Sergeev

Industrial Designer

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Industrial designer exploring where hand, material, and machine intelligence meet. Experienced in taking brand work from research and concept through visualization, client presentation and preparation for production, and in bringing AI tools into a studio's day-to-day design workflow.

EXPERIENCE

2025–2026

Designer, AI Design Lead · Elephant Labs, studio for brand experiences

- Designed brand experiences end to end — brand research, concepts, visualizations, client presentations and preparation for production — for brands including Belvedere, Jack Daniel's, Hennessy and Corona.
- Carried designs through to production across wood, laser-cut components, metal and printed graphics, including a window display that was built and installed.
- Led the studio's adoption of AI tools: introduced new tools, trained the team, and brought AI into research, presentations, visual exploration, rendering and marketing video.
- Managed the studio's Instagram: filming and editing content, the publishing calendar and paid social campaigns.

2025–2026

Volunteer Graphic Designer · WIZO

Social-media posts and flyers for events, campaigns and community programs.

2021–2025

Freelance Graphic Designer

Alongside the degree. In 2023, editorial contributor to HIT's design magazine — interviews and pieces on art, design practice, education and curation.

2019–2021

Kindergarten Staff · Holon

Alongside freelance graphic design work.

TALKS

July 2026

A Work Methodology for the Age of AI · מעצבות תעשייה · Women in Industrial Design

Closing talk of the July AI series, with an introduction to Krea. Online.

EDUCATION

2021–2025

B.Des. in Industrial Design · HIT — Holon Institute of Technology

2009–2015

Full Matriculation · Multidisciplinary School for Sciences and Arts, Nahariya

Majors in Biology and Graphic Design.

MILITARY SERVICE

2016–2018

Medic, IDF · Havat HaShomer training base

Full service, discharged as Sergeant. Ran the base clinic, commanding nine medics and working daily with the medical staff.

TOOLS

3D & CAD

SolidWorks
Fusion 360
KeyShot
3D printing, Bambu Lab slicer

Visual

Photoshop
Illustrator
Canva
CapCut
Microsoft Office

AI

Midjourney, ChatGPT, Gemini,
Claude, Krea, Vizcom, Weavy,
Plnty

Content

Social media management —
Instagram, Facebook

LANGUAGES

Hebrew — native

Arabic — native

English — high proficiency