

Paulius Kairevicius

Designer

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Vilnius, Lithuania · remote, EU timezone

Designer who builds in code. Brand identity since 2009; now founding designer at Well, designing and shipping the website, product UI and design system.

EXPERIENCE	Founding Designer	Jun 2025 – present
	Well (wellapp.ai) · full-time, remote	
	- Got the whole Well team working with AI, starting with my essay “The AI-Native Design Workflow” (Dec 2025). - Designed Well’s new brand identity, then moved wellapp.ai off Framer into code and now design and build it end to end. - Built the site’s motion and 3D context graph (Three.js); took Lighthouse from 46 to 99. - Shipped 323 merged PRs across site, product UI and design system (Next.js, React, TypeScript).	
	Senior Brand Designer	Aug 2022 – Jan 2024
	Airfoil Studio, San Francisco, frontier tech (40+ creatives) · full-time, remote	
	- First task: redesigned Airfoil’s identity with most of the team; designed the logo still in use. - Led brand identities and art direction for clients, about 90% web3: client calls, briefs and identity design with the team. - Helped shape how the studio worked, from brief to delivery.	
	Brand Designer	2021 – 2024
	Syntropy (formerly NOIA Network) · full-time, remote	
	Did all of Syntropy’s branding: brand identity, social media and email design.	
	Brand Consultant	2009 – 2025
	Freelance · Vilnius, clients worldwide	
	- Icon set for Coca-Cola; typographic wall mural of brand messaging for Kempinski. - Brand identities for early-stage startups. - Icon set for ZYN, working directly with Philip Morris International (2024–2025). - Built @logolearn on Instagram to teach the logo process: 234K followers, now inactive. 44K followers on Instagram, 18.6K on Dribbble, 184K views on Behance.	
PERSONAL PROJECTS	Together	Jul 2026 – present
	Budgeting app for one or two people with bank sync, CSV/PDF import and budgets from real spending. Designed and built in code.	
	Rippling sheet	
	Curved-paper wave in pure SVG. 69K views on X.	
	Terminal-sheet invoice	
	Print-ready invoice layout. 235K views on X.	
	SKILLS	
	Design	Brand identity, logo design, typography, art direction, web and product design, design systems, motion
	Code	React, TypeScript, Next.js, Tailwind CSS, Framer Motion, three.js, SVG
	Tools	Figma, Cursor, Claude, Illustrator
	Languages	English, Lithuanian