

# Mikhail Sedov

Full-Stack AR Developer & Technical Artist | Web, Social AR, eCommerce VTO

## Summary

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Creative Technologist with 6+ years of expertise in building AR solutions across a wide ecosystem of platforms, including Shopify, WordPress, Camera Kit SDK, Snapchat, and TikTok.

Working at the intersection of creativity, engineering, and performance, helping brands and agencies transform ideas into AR experiences and VTO systems.

Collaborated with leading creative agencies and delivered solutions for global brands including Maybelline, Bershka, Essence Cosmetics, Lashify, LYS Beauty, Catrice Cosmetics, and REFY.

## Skills

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- **AR/VR Technologies:** Lens Studio, Effect House, Camera Kit SDK, Three.js, MediaPipe, MindAR.
- **Frontend, Backend:** JavaScript, HTML, CSS, SCSS/LESS, Node.js, REST API, NPM/Vite, PHP, SQL, Data Extraction, PWA, Cross-Browser Compatibility, Performance Tuning, Advanced Debugging, GA4, GTM.
- **eCommerce & CMS:** Shopify (Liquid, Theme App Extensions, Shopify CLI, Storefront API), WordPress / WooCommerce Plugins, AI Chatbots.
- **Creative & AI Tools:** Blender 3D, After Effects, Photoshop, Illustrator, ComfyUI, Generative AI Workflows, Asset Optimization, Prompt Engineering.

## Experience

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**Full-Stack AR Developer & Technical Artist** | 2019 – Present  
Freelance — Upwork, Fiverr, Kwork, Direct Contracts

### Key Achievements & Impact:

- Top-Rated Expert with 100% Job Success and dozens of 5-star reviews.
- Delivered high-fidelity AR experiences for industry-leading global brands.
- Executed full-cycle AR production, from 3D scene and material setup to asset creation, complex logic, testing, and optimization.
- Engineered responsive AR solutions to ensure seamless OS and cross-browser compatibility, delivering consistent performance across all screen resolutions.

### Technical Scope:

- Integrated WebAR into Shopify, WordPress, and custom sites, enabling media capture and social sharing features.
- Engineered high-fidelity Virtual Try-On (VTO) for eyewear, makeup, and footwear using Snap SDK, Three.js, MediaPipe, and AI.
- Developed server-side logic using Node.js and PHP, and configured Nginx/Apache environments for secure asset delivery.
- Accelerated production using Generative AI for assets and code, significantly reducing delivery time while maintaining high fidelity.



## CONTACTS

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- **LinkedIn**  
<https://www.linkedin.com/in/lens4web/>
- **Portfolio**  
<https://lens4web.com>
- **E-mail**  
[mike.sedov@gmail.com](mailto:mike.sedov@gmail.com)
- **WhatsApp**  
[+995 574-019-347](tel:+995574019347)
- **Telegram**  
[@mlsdv](https://t.me/mlsdv)
- **Location**  
[Batumi, Georgia](#)  
(Open to relocation)

## REVIEWS

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- [Upwork \(Top Rated\)](#)
- [Fiverr \(Level 2\)](#)

## LANGUAGES

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- Russian – native
- English – B1 / Intermediate

## EDUCATION

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Bauman Moscow State  
Technical University (BMSTU)  
Master of Engineering (MEng),  
Aircraft Control Systems  
2017, with distinction