

YANA GRISHCHUK

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PORTFOLIO YANAGRISHCHUK.COM

O-1 visa holder: Individuals with Extraordinary Ability or Achievement.
No sponsorship needed. Authorized to work with any employer in the US.

Summary of qualifications

UX/UI Designer who loves turning abstract ambitious ideas into enjoyable usable products always looking for things to be improved and problems to be solved.
I have 10+ years in the field of Visual Design, Creative Direction, Brand Development, Market Research and Launching new products in **EdTech, eCommerce and Retail** with both start-ups and existing developing companies. Also experienced in **B2B** sector.

Skills

UX/UI Design. User flows. Prototyping.
Market Research. Competitors' audit.
Art direction. Copywriting.
Production Management.

Tools

Figma, Adobe Photoshop,
Adobe Illustrator, Keynote
Asana, Miro, Slack

Experience

"Aesthetic Hunters"
Los Angeles, CA
07/2018 - Current

Product Director / UX Researcher / Founder

- I've created a mentorship program for adults to develop skills in digital art.
- + I conduct Interviews, Surveys, Market research, Competitive Audit.
- + Build Information Architecture for the whole Educational Program.
- + Manage launch and growth of the product.
- + Own a VR Art Gallery for exhibitions of my student's artworks.

Saint Unique Inc.
"By Sashatattooing"
Los Angeles, CA
11/2018 - 06/2021

Visual Designer / UX Researcher

- Lead UX research to improve website conversion rates and art directed the campaign which helped us save the business and **increase the sales by 12 times despite the pandemic in 2020.**
- Launched new physical products.
- Coordinated production of new positions and top priority items.
- Created design (products, website, packaging, merchandise).
- Art directed photoshoots and video content used for advertising, online-store, social media platforms, press.
- Curated all collaborative initiatives with other brands and artists.

"Kawaii Factory"
Moscow
05/2015 - 07/2018

Art Director / Head of Production

- Managed creative team of on-site and remote designers and illustrators.
- Coordinated production requirements, budgets and deadlines.
- Designed and conceptualized creative ideas for a wide range of products.

Kawaii factory is one of the **top creative accessories brands in B2B in CIS.**

"Monoroom"
Moscow
05/2015 - 07/2018

Lead Designer / Head of Production

- Designed fabric prints, apparel collections, packaging and digital promo materials.
- Directed production team on design accuracy, quality, deadlines and budget.

"ShoobaDooba"
Krasnodar
10/2010 - 05/2015

Visual Designer / Researcher / Founder

- Conducted research on existing and new positions **in B2B sector.**
- Designed identity and a variety of products for an accessory brand start-up. Including website, packaging, promo materials, digital content.

"Tri-Plan Yug"
Krasnodar
01/2009 - 01/2010

Graphic Designer

I started my career as a Graphic Designer in a full-service design agency creating identity, branding, packaging, publishing design and multiple types of projects for Agency's clients.

Education

Google UX Design
Professional Certificate
03/2022 - 08/2022

Product Management
Certificate program for building online educational products from scratch.
05/2021 - 08/2021

Master of Arts / Graphic Design
Krasnodar State University of Culture and Arts
09/2006 - 05/2012

Location

Las Vegas, NV

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