

YANA GRISHCHUK

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PORTFOLIO YANAGRISHCHUK.COM

Creative & strategy-oriented Designer with 14+ years in the field of Graphic Design, Social Media, Visual Art, and curating launches of new physical and digital products with both start-ups and existing developing companies.

Skills

Brand Identity. Print, digital, ads materials. Art direction.
Social media content design. UI design. Packaging design.
Merchandise products (apparel, accessories, home goods).

Photography. Creative concepts. Copywriting.
Research: market, user, target audience.
Production budgeting and management.

Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign). Figma. Miro. Asana. Slack. Shopify. Tilda. Wix. AI.

Experience

Basepaws

10/2022 - Current
Los Angeles, CA

Sr. Graphic Designer

Design visually compelling content for social media campaigns and promotional merchandise products, as a member of the in-house marketing team.

Aesthetic Hunters

07/2018 - Current
Los Angeles, CA

Visual Art Mentor, Founder

Provide mentorship program for adults to develop skills in digital visual art including photography and video content.

Launched a VR Art Gallery for exhibitions of my student's best artworks.

Saint Unique Inc.

"By Sashatattooing"
11/2018 - 06/2021
Los Angeles, CA

Art Director

Art directed the campaign that has **increased the sales by 12 times in 2020.**

- Created design (physical products, website, packaging, merchandise).
- Curated launching new products for US and Canada market.
- 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

05/2015 - 07/2018
Moscow

Art Director, Production Manager

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

Kawaii factory is the top creative **accessories brand in B2B sector in CIS.**

Monoroom

05/2015 - 07/2018
Moscow

Lead Designer, Head of Production

- Designed apparel collections and art directed the photoshoots.
- Managed production team on quality, budget and deadlines.

ShoobaDooba

10/2010 - 05/2015
Krasnodar

Graphic Designer

Designed a variety of products for an accessory brand, including website, packaging, social media content and promo materials.

Tri-Plan Yug Ltd.

01/2009 - 01/2010
Krasnodar

Graphic Designer

I started my career as a Graphic Designer in 2009 in a full-service design agency creating identity, branding, packaging, and multiple types of creative projects for Agency's clients.

Education

Master's degree in Graphic Design

Krasnodar State University of Culture and Art | 2006-2012

Testimonials: yanagrishchuk.com