

YANA GRISHCHUK

yankeegrishchuk@gmail.com

PORTFOLIO YANAGRISHCHUK.COM

O-1 visa holder: Individuals with Extraordinary Ability or Achievement.
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 and Launching new products with both start-ups and existing developing companies.

Skills

UX/UI Design. User flows. Prototyping.
UX Research. CustDev. Art direction.
Brand development & identity. Copywriting.
Creative team management.

Tools

Figma, Adobe Photoshop,
Adobe XD, Adobe Illustrator,
Marvel, Miro, Keynote, Slack

Experience

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

Product Director / UX Researcher / Founder

- I provide mentorship program for adults to develop skills in digital visual art.
- Conduct UX research and CustDev.
 - 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 best artworks.

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

Lead Designer / Brand Director

- 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 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 the **top creative accessories brand in B2B sector 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 / UX Researcher / Founder

- Conducted UX 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

Visual Designer

I started my career as a Visual 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
05/2022

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

MASTER's degree in Graphic Design
Krasnodar State University of Culture and Arts
09/2006 - 05/2012

Location

Los Angeles, CA / Las Vegas, NV
Relocation is possible for the right opportunity

Email: yankeegrishchuk@gmail.com
Portfolio: yanagrishchuk.com