

Polina Chistyakova

Senior Creative Designer

Hardworking and passion Creative Designer with more than 14 years' experience in Print and Digital Design, Illustration and Animation, with the ability to face new challenges in a positive way, learn fast and do faster, remain good-humored and calm under pressure.

In my last role, I was responsible for the development of new photo products such as photo books, wall décor, blankets, and bags, etc. for the whole process starting from concept (Design in Photoshop/Illustrator) to the final stage (coding in JavaScript, uploading into the servers). I have passed through the different phases like brainstorming, designing, team leading and proofing. Coordination between the different marketing department, connecting the sales with the customer care to maximize the impact of the products. Designing the advertisement campaign for the launch of the products across all the multimedia channels.

Achievements 2018-2019

- During Q4 2018 increased CTR on the product performance due to the introduction of a new web platform for the image generation.
- Sales improvement, with a peak of 60% reached on a single product.
- Developing of a thousand of editable templates for the product customization.
- Improvement of the UX of the website.