

VIKTORYIA MIALESHKA

Senior Graphic Designer

- 🌐 **Portfolio:** mialeshka.wiki
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SUMMARY

- Editorial and brand-systems designer with 5 years across consulting, beauty and e-commerce. Works end-to-end from concept and art direction to final production, across brand identity, editorial, motion and 3D. Co-led The Scale Effect, a 122-page flagship research report at Capgemini Invent, and rebuilt Farmasi's 500-SKU catalogue and the brand system behind it, used across 38 markets. Equally comfortable setting the visual direction and shipping the files.
- **Highlights: Flagship 122-page report · Brand system across 38 markets · Doubled output, same headcount · Reach 16x above average · Interim design lead**

EXPERIENCE

- **Graphic Design Consultant**
Capgemini Invent · frog
Jun 2025 – Present
 - Co-led the visual production of The Scale Effect, a **122-page research report** featuring editorial layouts, infographics and data visualizations.
 - Art-directed the visual system for global marketing and thought-leadership campaigns on AI, healthcare and digital transformation.
 - Delivered key visuals, illustrations, motion graphics and social content for **10+ issues of Design Mind, frog's editorial publication**.
 - Contributed to the best-performing quarter publication, generating **50K+ impressions**.
 - Owned creative production for **10 Design Mind podcast** episodes, including cover design, motion graphics, video editing and social assets.
 - **Interim design lead for the Art Director**, running creative reviews and holding the quality bar across 4 concurrent workstreams.
 - Established reusable templates, visual guidelines and asset libraries to strengthen brand consistency and accelerate recurring production.
 - Collaborated with **global stakeholders across Europe, Asia and the Americas**.
 - Produced **50+ LinkedIn and Instagram assets** supporting global content marketing initiatives.
- **Brand & Digital Designer**
Farmasi
Sep 2023 – Jun 2025
 - Led the redesign of a **150+ page product** catalogue with **500+ SKUs**.
 - Owned Farmasi's brand system end-to-end and wrote three **50+ page guidelines**.
 - **Onboarded the 4-person** design team onto the new system and reviewed output until they shipped independently.
 - Introduced AI-assisted production workflows and restructured the DAM, doubling the team's output without adding headcount.
 - Designed social media content generating **80K+ views, 16x the account average**.
 - Delivered launch campaigns and product presentations that helped new products **reach bestseller status** within one month.
 - Delivered brand and marketing assets across digital, social, e-commerce, video and print channels for a beauty brand operating in **38+ markets**.
 - Produced 3D visualizations, animations and promotional videos, from modeling and simulation to post-production.
 - Produced campaign visuals, website banners and e-commerce assets for cosmetics, skincare and wellness launches.
- **Graphic & Web Designer**
A-Team Global
Oct 2022 – Mar 2023
 - Designed websites, landing pages, banners and social media assets for client projects.
 - Collaborated with developers to deliver responsive and brand-consistent web experiences.
 - Created business presentations, marketing materials and advertising creatives for digital campaigns.
 - Supported brand development through visual identity assets, print materials and promotional collateral.
- **Graphic Designer**
EcoQuality
Dec 2021 – Sep 2022
 - Created infographics for 100+ e-commerce product listings.
 - Designed large-format advertising materials, including billboard campaigns.
 - Produced print-ready marketing and brand assets for digital and offline channels.
 - Created custom digital illustrations and portrait commissions for commercial clients.
 - Designed typography-based visual assets for digital and print applications.
- **Brand Designer**
Awes of Nature
Nov 2021 – Dec 2021
 - Developed a complete visual identity from concept to launch, including logo, typography, color palette and packaging design.
 - Conducted competitor, market and audience research to define brand positioning.
 - Created brand assets, business stationery and marketing materials to ensure a cohesive brand presence.

EDUCATION

- **Bachelor of Arts | New Media Arts Department**
Polish-Japanese Academy of Information Technology
Sep 2020 – Jun 2023

LANGUAGES

- English – professional working proficiency
- Polish – B2
- Russian – Native
- Belarusian – Native

SKILLS

- **Expertise:** Brand Identity, Marketing Design, Editorial Design, Motion Graphics, 3D Visualization, Art Direction, Design Systems, Packaging Design, Print Production, Prepress
- **Tools:** Adobe Creative Cloud (Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Adobe Firefly), Blender, Figma