# KATSIARYNA DYDYSHKA

*VISUAL DESIGNER*

**PRAGUE, CZECH REPUBLIC**
OPEN TO REMOTE WORK
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## EDUCATION

Bachelor's Programme, Marketing and Social-Media Communication, VŠFS, Prague | 2024–Expected 2027

Maturita, Marketing and Production, Michael College of Advertising and Design | 2018–2022

## TOOLS

**Design & production**

Adobe Photoshop, Illustrator, InDesign
After Effects, Blender
Figma, Procreate, Canva, CapCut

**AI tools**

ChatGPT, Claude, Google Gemini
NotebookLM, Higgsfield, Adobe Firefly

**Office & organisation**

Microsoft Excel, PowerPoint, Word
Google Workspace, Notion

## LANGUAGES

English C1
Czech C1
Russian native
Belarusian native
Polish B1

## LINKS

bylilly.design
Behance /bylilly
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## PROFILE

Junior visual designer working across brand systems, campaign assets, motion and AI-assisted visual production. I combine graphic design and marketing communication to create practical visuals for launches, social content and print. Current work includes BISKWIT brand materials, advertising creatives, 3D/motion experiments and a self-developed portfolio website.

## CORE SKILLS

Visual identity and brand systems
Logos, business cards and price labels
Campaign, poster and print design
Event posters and 3D motion
AI-assisted creative production
UX/UI and product thinking

## EXPERIENCE

### In-House Graphic Designer and Social Content Specialist

BISKWIT sp. z o.o. | Remote | Sep 2024–Present

**Create visual assets** for Instagram and Facebook, including posts, Stories, seasonal key visuals, menus and printed materials.

**Develop brand-system elements**, templates and product communication for a hospitality and confectionery brand.

**Prepare advertising creatives** and visual directions for Meta Ads campaigns and delivery communication.

### Freelance Graphic Designer and Content Creator

bylilly.design | Remote | Dec 2024–Present

**Design brand identities**, logos, business cards, price labels, posters and social content kits for small businesses and personal brands.

Create event posters and short 3D/motion pieces, using Blender, After Effects, Photoshop, Illustrator, Procreate, InDesign and Figma.

## SELECTED PROJECTS

### Valentine's Day — BISKWIT Warsaw

Seasonal campaign: 3D teaser, posters, packaging/social adaptations and physical applications.

### Sheriff & Grill — Brand Identity

Identity direction: logo, colour system, banners, packaging and menu applications.

### InkRoom — Wordmark & Motion

Tattoo-studio identity: wordmark, 3D assets and logo animation, with packaging mockups and social layouts. Blender, After Effects, Photoshop and Illustrator.