

Valeriia Serdiuk

Graphic & UI/UX Designer

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PROFILE

Building calm, considered visual systems, from brand identities to interface flows.

I move between branding, editorial, and product UI, with graphics, print, and a bit of 3D in the mix.

DISCIPLINES

- Branding & Identity
- UI/UX Design
- Motion & 3D
- Packaging
- Illustration
- Typography
- Poster Design
- Editorial

TOOLS

- Illustrator
- Photoshop
- InDesign
- After Effects
- Animate
- Figma
- Sketch
- Blender
- Krita

AI TOOLS

- Claude
- Claude Design
- Claude Code
- v0
- Magic Patterns
- Cursor
- Leonardo AI
- Remini
- ChatGPT

EDUCATION

BA Graphic Design, Vistula University, Warsaw
2024 – 2027 (expected)

LANGUAGES

Ukrainian	Native
Russian	Native
English	B2 · Professional fluency
Polish	B2+

SOFT SKILLS

- Teamwork
- Communication
- Critical thinking
- Gets things done
- Curiosity
- Fast project adaptation
- Proactivity

BEYOND DESIGN

Design isn't something I fell into. It's been my thing since I was 14, when I enrolled in art school just to make things I loved. Years on, the same pull is still there: I keep drawing, designing and learning because I genuinely enjoy it. Outside design: strength training and pilates.

SELECTED WORK

Novaire, Fashion Store App

2026

UI/UX · MOBILE APP · FASHION E-COMMERCE

End-to-end UI/UX concept for a modern fashion app covering entry, catalog, search, product, cart and account. Minimal black-and-white with a confident blue accent.

Glina, Workshop Booking Website

2026

UI/UX · WEBSITE CONCEPT · BOOKING PLATFORM

Full visual direction and booking flow for a ceramics-workshop studio: discover, browse, select a time, confirm, plus sold-out and empty states. Warm, modern, friendly.

National Museum in Warsaw, Redesign

2026

UI/UX · WEBSITE REDESIGN · CULTURAL INSTITUTION

Modern concept for a cultural institution: home, exhibition detail and plan-your-visit. Calm museum aesthetic, strong editorial headlines, restrained red accent.

See It. Believe It? Anti-Disinformation Campaign

2026

CAMPAIGN · WEB DESIGN · POSTER

Public-awareness campaign on fake news and deepfakes: identity system, poster and a website with stats, verification tips and a quiz.

Cordelle, Brand Book

2025

BRANDING · IDENTITY · GUIDELINES

Identity for an elegant French restaurant. A logo merging two silhouettes into a wine glass, with a complete brand book of construction, palette, type and applications.

Information Overload, Poster Series

2025

POSTER · VISUAL COMMUNICATION

Conceptual series using pixel-based imagery as a metaphor for digital noise. Minimal text, abstract forms, a pause on our relationship with media.

CD Packaging, Mozart Requiem & Cry Baby

2025

MUSIC DESIGN · PACKAGING

Two music-packaging concepts: a monochrome, dramatic Requiem (poster, cover, disc, booklet) and a saturated, surreal Cry Baby built on playful-yet-unsettling contrast.

Motion & 3D, Lipstick Animation & Film Title

2025

BLENDER · 3D PRODUCT ANIMATION · TITLE SEQUENCE

A cosmetic product advert fully built in Blender (lighting, materials, camera, music sync) and an opening film title sequence cut from mountain drone footage.