Sofiia Polishchuk

Visual & Content Designer | Photo, Video & Social Media

Contact

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Experience

Product Marketing / Graphic Design **2024 – present**
Gröner-Schulze GmbH

- Established a professional, consistent brand presence across all digital channels.
- Developed and introduced a structured content strategy with an editorial calendar and clearly defined processes.
- Optimised and standardised content production for efficient and consistent delivery.
- Produced high-quality photo and video content for the website, social media, products and events.
- Created video tutorials that reduced recurring customer enquiries and improved product communication.
- Independently planned and delivered all creative projects, from the initial idea through photo and video production to publication.

Freelance Graphic Designer **2023 – 2024, seit 2026**

- Instagram and LinkedIn presence for a coaching platform in Berlin: design grid, carousel posts, series of 13 Reels
- Personal branding for a coach in Berlin: visual system, carousels, stories, event posters, event photography, Reels editing
- Developed ads for Facebook and Instagram
- Designed book covers
- Designed single covers and event posters

Education

Kremenchuk Mykhailo Ostrohradskyi National University **2023 – 2025**
Graphic Design

Kyiv University of Culture and Arts **2021 – 2023**
Faculty of Design and Advertising, specialisation in Graphic Design

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Further training

Graphic Design Medium, Projector Institute **11/2023 – 03/2024**

Poster Design Course, Projector Institute **08/2022 – 09/2022**

Graphic Design Beginning, Projector Institute **2021 – 2022**

Software

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere Pro
- Adobe After Effects
- Adobe Lightroom
- Figma
- Canva
- CapCut

Languages

Ukrainian – native
German – C1
Russian – fluent
English – B1