

VOLODYMYR RIABCHUK

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📍 Ireland 🇮🇪

PROFILE

Creative Designer with 15 years of experience in visual design, social media content, branding, and creative campaigns. Experienced in creating digital content, short-form videos, visual concepts, and marketing materials for brands and social media platforms. Currently based in Ireland and actively developing a portfolio focused on social media design, content creation, AI-assisted creative workflows, and digital marketing.

KEY SKILLS

- **Design & Tools:** Photoshop (expert), Canva Pro, InDesign, Cinema 4D, Spark AR, MidJourney
- **Digital Marketing:** Social media campaigns (Instagram/Facebook), content creation, branding
- **Creative Strategy:** Concept development, storytelling, tone of voice, campaign thinking
- **AI & Innovation:** Generative design, AI-assisted content production
- **Communication:** Team collaboration, creative direction, presentations

PROFESSIONAL EXPERIENCE

**Jack & Jill Charity
Boutique (TUS
Programme)**
2025–2026
Ireland 🇮🇪

Retail Assistant / Content & Visual Support

- Created social media content and promotional campaigns
- Produced short-form video content and visual storytelling materials
- Designed social media visuals and content concepts
- Supported visual merchandising and product presentation
- Worked directly with customers in a community-focused retail environment

**Inversia Agency
(ex-elvisPelvis)**
2013–2023
Ukraine 🇺🇦

Copywriter → Designer → Creative Director

- Led creative development for major brands (Danone, Mastercard, Borjomi, Amway)
- Created and managed social media campaigns (Instagram/Facebook)
- Developed brand identities, visual systems, and content strategies
- Produced motion graphics, 3D visuals, and AR filters
- Led brainstorming sessions and guided creative teams
- Combined design, copywriting, and marketing strategy

KRASIVO Group
2020–2022
Ukraine 🇺🇦

Visual Designer & Presentation Specialist

- Designed presentations, branded materials, and visual concepts
- Created marketing assets using Photoshop, Canva, and AI tools

**Publishing House
“Edit”**
2012–2013
Ukraine 🇺🇦

Layout Designer

- Designed and formatted magazines and printed materials
- Prepared layouts for print using Adobe InDesign

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CLIENTS

Danone, Mastercard, IDS Borjomi, Amway, METRO, Cirque du Soleil, Biscotti, AVK, Jiva Kombucha, Ukraine WOW

EDUCATION & TRAINING

Donetsk Technical College
2003–2007
Ukraine 🇺🇦

Diploma in System Hardware Maintenance

Additional Training:

- Photoshop & Design – Basilic School
- Cinema 4D Course
- Copywriting & Creative Strategy

VOLUNTEERING

FOOD FOR LIFE
Ukraine 🇺🇦 & Ireland 🇮🇪

Volunteer | Design & Community Support

- Cooked and distributed hot meals for people in need during humanitarian efforts
- Developed visual identity including logo and basic brand guidelines for FOOD FOR LIFE DUBLIN
- Designed posters, informational materials, and digital content
- Supported communication and outreach through visual storytelling

PROJECTS

INTERNETIQUE
Personal Blog 🌐

Founder & Content Creator

- Built a social media audience (80K+)
- Created original content focused on storytelling and emotional engagement
- Managed full content cycle and platform strategy
- Grew audience organically through consistent content and visual storytelling

LINKS / PORTFOLIO

<https://riabchuk.cloud>