



CV

Natallia Strok
Marketing & Graphic Designer

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Location: Warsaw

[Behance](#) | [Dribbble](#) | [LinkedIn](#)

PROFESSIONAL EXPERIENCE

Marketing - Designer | [Zelvo Fintech StartApp](#) | USA — September 2025 - January 2026

- Development and support of brand visual identity in marketing
- Designing content for TikTok, Instagram, X, LinkedIn, and blog
- Creative development of advertising and organic campaigns
- Visualizing complex FinTech/AI topics into clear and engaging content
- Designing landing pages, newsletters, growth assets, and A/B variants
- Animations: reels, micro-animations, explainer videos

Graphic Designer | [Our Future Foundation](#) | Warsaw — September 2024 - January 2026 [1.5 years]

- Designing visual materials for social media communication
- Comprehensive marketing packages for forums, events, and educational programs
- Presentations, key visuals, and promotional materials for large campaigns
- Creating visual identities from scratch for new projects

Creative Director | [ASSET TRACK](#) | Warsaw — November 2023 — present

- Building visual identity and brand language from scratch
- Developing content strategy for LinkedIn and Facebook
- Designing landing pages, pitch decks, and sales materials
- Creating social media content — steady growth in followers and engagement
- Positioning B2B product (fleet data tools) on the international market

Graphic Designer | [SwipeTo/ TVP VOD](#) | Warsaw — July 2022 - June 2024 [2 years]

- Creating complete visual identities for media formats
- Designing social media content: Instagram, Facebook, YouTube, TikTok
- Graphic design for podcasts, videocasts, series, and TV programs
- Designing logos, illustrations, presentations, and infographics

SKILLS

- Technical: Adobe Creative Suite, Figma, Midjourney, ChatGPT, CapCut, VisualElectric, Jitter, Notion.
- Additional: Creating visual content for social media, designing visual identities, presentations, infographics, and packaging.
- Languages: English (intermediate), Polish (advanced), Russian (native), Belarusian (native)

EDUCATION

Warsaw University of Life Sciences
2019 - 2023 | Landscape Architecture