



Iryna Yarovets

Senior UI, Brand & Visual Designer

UI & Visual Systems, Brand Design, Motion

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Warsaw

Portfolio



click to see portfolio

Professional summary

Senior Graphic, UI & Communication Designer with 7 years of experience, including 2.5 years at Adobe Poland. Specialized in building and scaling brand systems, UI and visual identities, and communication frameworks for digital products.

Experienced in translating complex ideas into clear, consistent visual solutions through UI design, motion, and visual storytelling. Comfortable owning design processes end-to-end and collaborating closely with product and cross-functional teams.

Core Expertise

- Brand systems & campaign design
- Design systems & scalable brand frameworks
- Visual storytelling & art direction
- Motion design (After Effects)
- Typography, layout & composition
- Presentation design (static & motion-based)
- Scalable templates & reusable systems
- Cross-functional collaboration
- Digital illustration (conceptual & campaign-oriented)

Tools

- Figma
- Adobe Photoshop, Illustrator, InDesign
- After Effects
- Digital illustration (Photoshop/Procreate)
- AI tools for ideation and design (ChatGPT, Adobe Firefly)

Education

Bachelor of Arts /Graphic Design

Vistula University 2017 - 2020

Faculty of Art, Technology and Communication

Languages

English - Upper-Intermediate (B2)

Polish - Upper-Intermediate (B2)

Experience

UI / Communication Designer

Uxeria (Adobe - Polish Department) | Jan 2023 - currently

- Owned and maintained brand documentation, visual guidelines, and reusable design systems to ensure consistency across teams and touchpoints.
- Led UI design for digital products and platforms, focusing on clarity, usability, and visual consistency.
- Translated complex and sensitive topics into clear visual narratives using typography, layout, and motion.
- Designed and maintained design systems supporting scalable UI components and communication materials.
- Created brand-aligned interfaces that balanced user experience principles with strong visual storytelling.
- Developed reusable presentation systems - both static and motion-based (After Effects) - enabling dynamic communication beyond traditional slides.
- Produced motion assets, social media visuals, and short-form videos supporting internal communication and marketing initiatives.
- Delivered branding elements for campaigns and product-related communication.
- Collaborated with multidisciplinary teams (design, marketing, stakeholders) to translate complex ideas into clear, visually engaging solutions.

Graphic and Motion Designer

E - Progress | 2021 - 2023

- Designed branding assets, social media visuals, and animated advertising content for digital campaigns.
- Produced motion graphics and animated banners to support performance and awareness-driven marketing initiatives.
- Created scalable visual templates for consistent campaign execution.
- Created custom digital illustrations to support campaign storytelling and brand expression.
- Collaborated closely with marketing teams to refine concepts and adapt visuals across channels.

2D Compositing

Waju Studio | 2019 - 2021

- Contributed to visual storytelling for advertising and music video projects through compositing, rotoscoping, and VFX.
- Created animated TV commercials, balancing technical precision with narrative impact.
- Supported post-production workflows with strong attention to detail and high visual standards.