

VALERYIA SADOKHA

Web & Digital Designer

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[LinkedIn](#) | [Dribbble](#) | [Upwork profile \(Top Rated Plus\)](#)

PROFESSIONAL SUMMARY

Web and digital designer with 7 years' experience designing websites, landing pages and brand identities for startups, agencies and e-commerce brands across the UK, US and Europe. Strong in competitor and audience research, translating findings into structured, conversion-focused site design before building it out in Figma, Webflow, Wix or Shopify. Comfortable owning a project end-to-end — briefing, research, design, prototyping and build — and helping manage developers and designers on projects. Quick to adapt to new tools, briefs and ways of working, and happy to pick up whatever a project needs. Upwork **Top Rated Plus** (top 10% of freelancers on the platform), **100% Job Success Score**, 79 completed contracts.

KEY SKILLS

Design: Website & Landing Page Design, Brand Identity & Visual Systems, UI Design & Prototyping, Presentation & Pitch Deck Design, Design Systems & Component Libraries, Typography & Visual Hierarchy

Research & Strategy: Competitor & Market Research, Client & Customer Interviews, Client Briefing & Discovery, Conversion-Focused Structuring, A/B Testing Support

Design Tools: Figma (primary), Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, Canva

Website Builders: Webflow, Wix, Shopify — template-based design & implementation

AI Content Generation: Midjourney, Flux, Grok, Google Nano Banana

Project & Collaboration Tools: Trello, ClickUp, Monday.com, Asana, Slack, Notion, Jira, Microsoft Teams, Zoom, Loom

Ways of Working: Client & Stakeholder Communication, Helping Manage Developers & Designers on Projects, Fast Learner & Adaptable — quick to pick up new tools and workflows, Fast Turnaround, Remote Collaboration

PROFESSIONAL EXPERIENCE

Graphic & Web Designer — Sacred & Divine

Sep 2025 – Present

D2C lifestyle brand (candles, apparel, jewellery & fragrance) — Remote (US client)

- Sole in-house designer for Sacred & Divine, working directly with the founder and a 12-person marketing and content team across two connected product lines.
- Designed and built a new marketing website in **Wix** for the brand's companion app from a brief with no existing content: researched competitors, structured the page around app benefits, and built and shipped a fully responsive site solo.
- Rebuilt the Instagram visual system end-to-end — consistent layout rules and custom AI-generated imagery and art-style graphics for recurring content, plus a **Figma** component library reused across both product lines.
- Designed and built a reusable **Figma** email design system (headers, footers, benefit blocks, buttons) that cut production time on recurring campaigns.
- Produced AI-generated product photography and video ad creative as a lower-cost alternative to studio photography for paid social ads.

Brand & Web Designer — Robotics Startup (iData)

Nov 2024 – Aug 2025

Remote (contract)

- Built the brand identity and marketing website from scratch for a pre-seed robotics startup (a data-centre cleaning robot), used directly in investor pitches.
- Designed a fully responsive site in **Figma Sites** and an investor pitch deck communicating the product and roadmap.
- Used 3D visualisation software to pose and render the client's robot model for marketing and pitch imagery, working from supplied 3D files.
- Created custom illustrations and AI-generated visuals to make an unfamiliar hardware product feel approachable and easy to understand.
- Delivered a second website and pitch deck for an early-stage wildfire-prevention startup for the same founder.

UI/UX & Web Designer — Visual UniVRs (VR/AR Development Studio)

Feb 2023 – Aug 2024

Remote (contract) · Live site: visualunivrs.com

- Owned a website rebuild from scratch for a VR/AR studio whose clients included the Olympics Committee: led client briefing, interviews with the client's own customers, and competitor and industry research, then delivered prototyping, content direction and adaptive design across desktop, tablet and mobile.
- Managed a WordPress developer through the build; identified quality issues with the initial developer and moved to a stronger developer partway through without losing the project timeline.
- Designed pitch decks, social content and marketing graphics supporting the studio's own client work.
- Within the first six months of launch, the redesigned site became the studio's core trust-building asset: per the client, prospects researching who to hire cited the professional site and portfolio as a reason for choosing the studio, helping land several large contracts (six months of work for the full team) and roughly doubling average deal size.

Freelance Graphic & Web Designer — Self-Employed / Upwork (Top Rated Plus)

Oct 2019 – Present

Remote

Upwork Top Rated Plus · 100% Job Success Score · 79 contracts completed

- Delivered end-to-end website and landing page design for clients across SaaS, AI/robotics, fintech, e-commerce, HR & recruitment, safety & compliance, travel and consumer goods.

Selected projects:

- **MarGuru** (marguru.dev, HR recruitment agency) — Webflow build: briefing, competitor research, content and full site, plus a CMS-driven jobs page built on Webflow's native CMS.
- **Square Circle** (UK safety & compliance company) — led full website redesign end-to-end: briefing, adaptive Figma design system, a full social media campaign (Instagram design), and a sub-brand logo.
- **Glovify** (Shopify) — built a full e-commerce store from a bare product brief with no product photography supplied: brand direction, AI-generated product photography and video, and full store setup.
- **Flamingo Bus Miami** — pitched and delivered a full multi-page website redesign from a single-section request, improving structure and SEO; year-over-year Google Analytics (same month, no paid campaigns running) showed active users up ~3.5x and completed checkouts up ~5x.
- **Interstellar** (DTC pet nutrition brand) — collaborated on landing page A/B tests and new page designs within an existing Figma design system.

Graphic Designer — Onik Lab (Email & Social Media Marketing Agency)

Feb 2020 – Sep 2022

Remote, part-time

- Designed social and email marketing campaigns for 30+ clients across multiple industries.
- Introduced Figma to the agency and built its first design system and component library, later adopted company-wide by the design team.

Graphic Designer — DWL Vision (Social Media Marketing Agency)

Jun 2020 – Aug 2021

Remote, part-time

- Designed brand identities and "endless feed" Instagram campaigns for 20+ clients, working from photographer-supplied content.

EDUCATION

School of Business, Belarusian State University — BA, Business Administration

Sep 2019 – May 2023

LANGUAGES

English (Professional), Russian (Native), Polish (Basic)