

POLLY DESIGNS

POLINA ZUBOVA
SENIOR GRAPHIC DESIGNER – BRAND, CAMPAIGN & DIGITAL

SELECTED WORK

POLLYDESIGNS.UK · ROMANOVNAPOLINA@HOTMAIL.COM

Selected work

Mostly fashion retail. At Karen Millen that means seasonal campaign launches and the weekly promo calendar around them, across email, social, site, press and print. Earlier work includes catalogues for Penelope Chilvers, a monthly print booklet for Aspiga, and a few freelance, personal and study projects.

BRAND, CAMPAIGN & DIGITAL
LONDON, UK

Karen Millen

GRAPHIC DESIGNER · AUG 2025 TO PRESENT

01 We Saved You A Seat 3
02 The Ultimate Coat Edit 6
03 Between Seasons 10
04 Promo, CRM & Onsite 15

Penelope Chilvers

GRAPHIC DESIGNER · NOV 2024 TO AUG 2025

05 Catalogue & CRM 23

Aspiga

JUNIOR GRAPHIC DESIGNER · APR 2022 TO AUG 2023

06 The Monthly Booklet 25

Freelance

SELECTED PROJECTS · 2021 TO 2025

07 Blanca 26
08 Dove: За красоту без фильтров 29

Rose & Race

FOUNDER · RUNNING CLUB

09 Lifestyle editorial 30

Concept & study

COURSE WORK · SKILLBOX

10 Poster & editorial studies 31

Karen Millen

GRAPHIC DESIGNER · AUG 2025 TO PRESENT

I lead design across campaign, CRM, paid and organic social, print and e-commerce. Here's a selection of the seasonal campaigns and launches I've worked on. I also mentor the junior designers and present work to the Art Director for sign-off.

01 We Saved You A Seat

SS26 CAMPAIGN · SEPTEMBER 2025

Three talented women, each with a chair of her own. A different chair for a different personality.

BRIEF

The September SS26 launch had to reach press, CRM, organic social and talent partners at the same time, and nothing could land late or off-message.

APPROACH

The idea never changed, only the format did. I kept the lock-up at the same visual weight on the mailer, the 9:16 stories and the talent frames.

DELIVERED

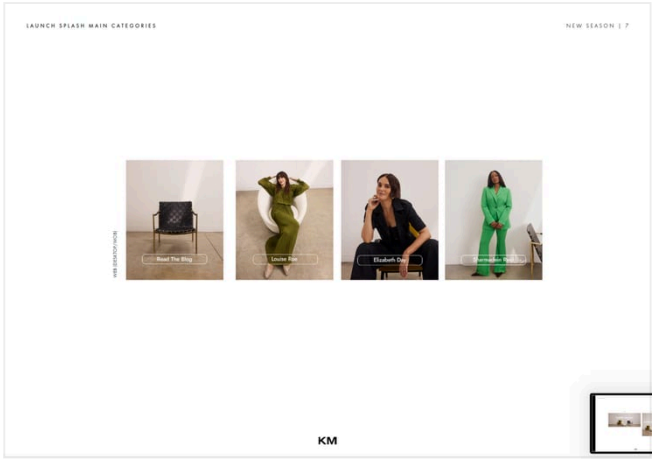
Press mailer, launch email, the full IG story sequence, campaign frames and six talent edits.



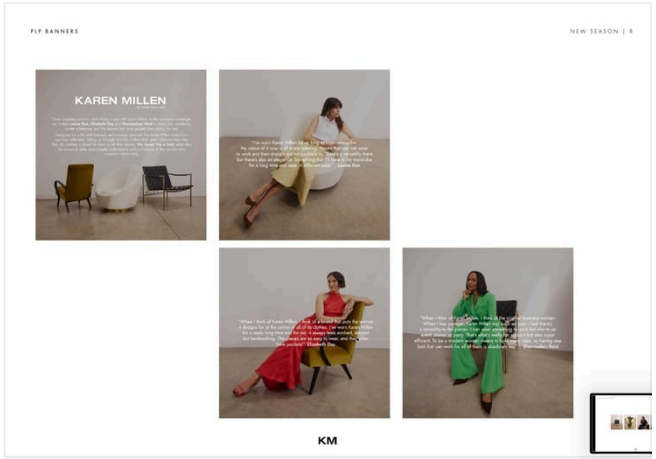
IG STORY SEQUENCE, IN ORDER



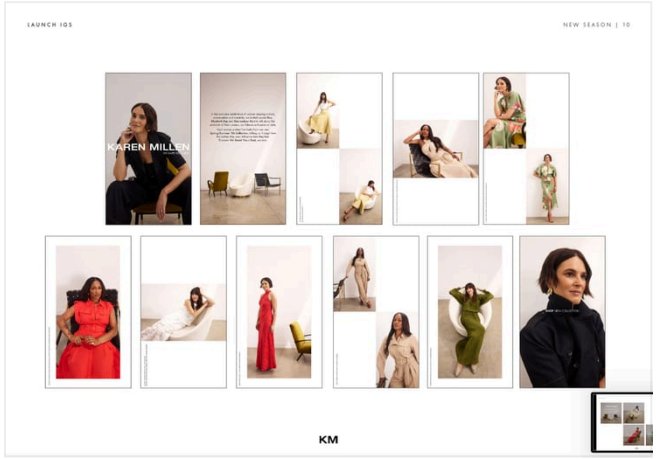
TALENT EDIT 01



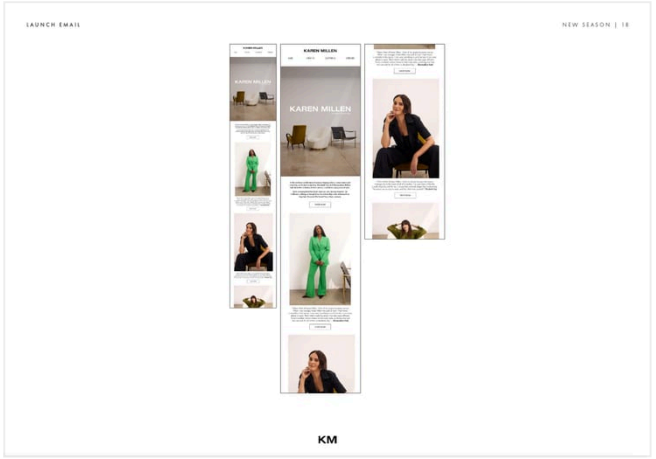
TALENT EDIT 02



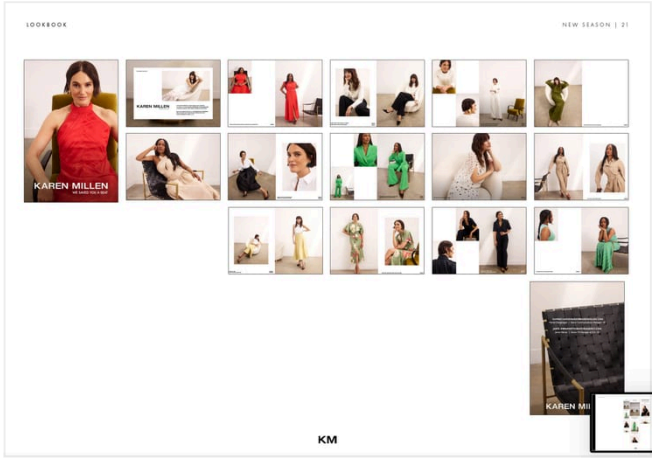
TALENT EDIT 03



TALENT EDIT 04



TALENT EDIT 05

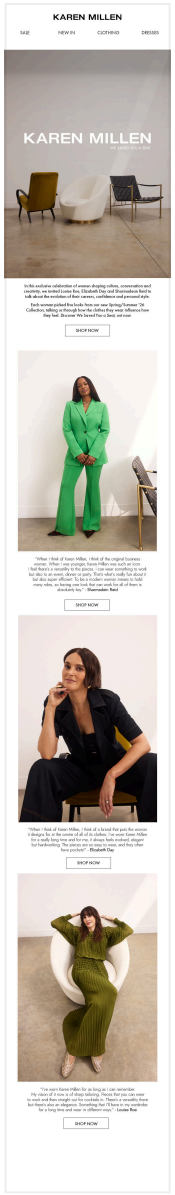


TALENT EDIT 06

EMAILS



01 PRESS MAILER



02 LAUNCH EMAIL

02 The Ultimate Coat Edit

AW26 OUTERWEAR · A LAYER FOR EVERY LOOK

BRIEF

An outerwear collection that needed a visual language the whole business could use, from trading and CRM to social, press and stores.

APPROACH

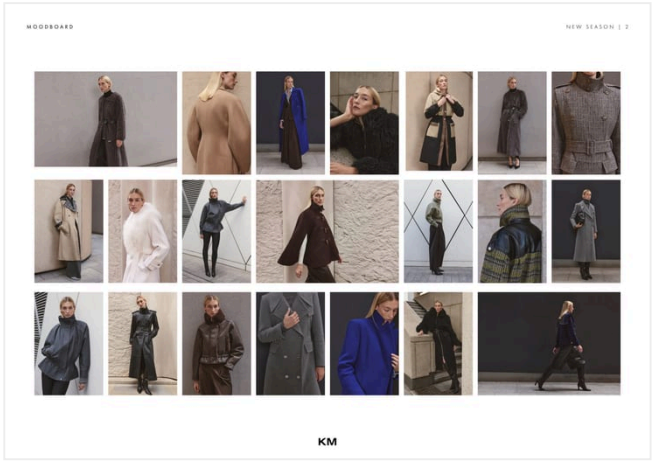
I built a moodboard from the shoot edit, then a toolkit that set the lock-up, Jost Light at zero tracking, and the crop rules every later asset followed.

DELIVERED

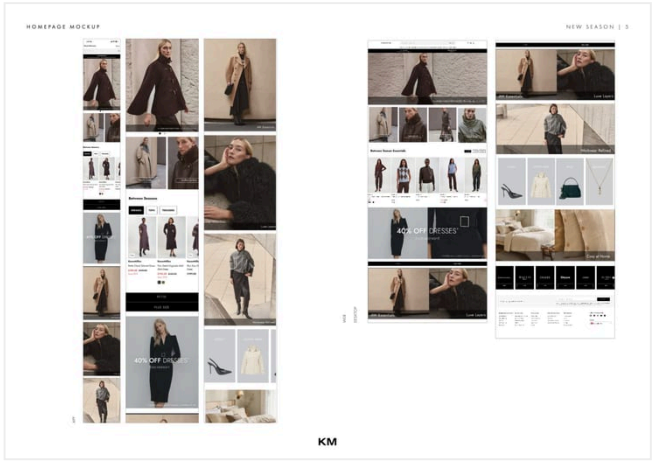
Campaign master and toolkit, homepage and PLP, paid and organic social, launch email, lookbook and press mailer.



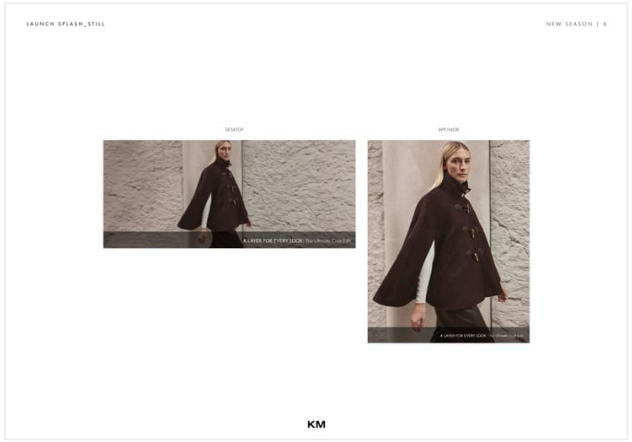
CAMPAIGN MASTER



MOODBOARD



HOMEPAGE FOR APP, WEB AND DESKTOP



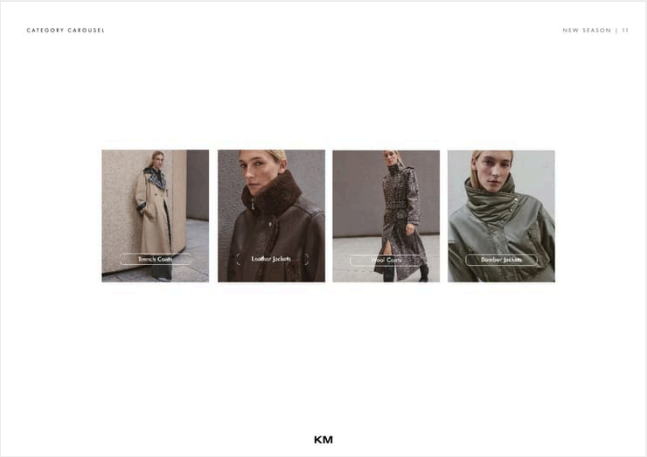
LAUNCH SPLASH



SPLIT SPLASH: ESSENTIALS AND LUXE LAYERS



CATEGORY BANNERS



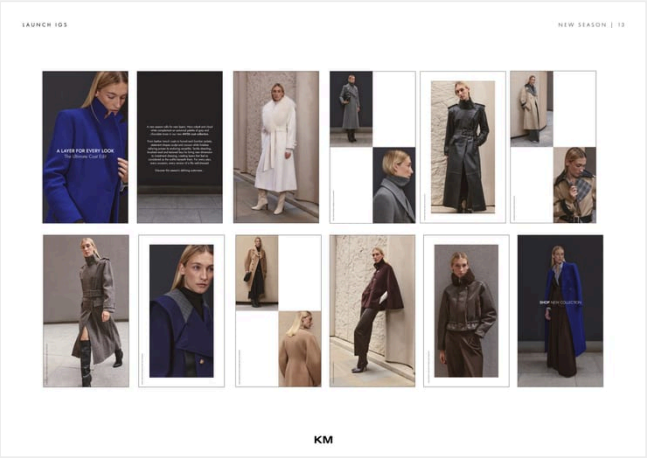
CATEGORY CAROUSEL



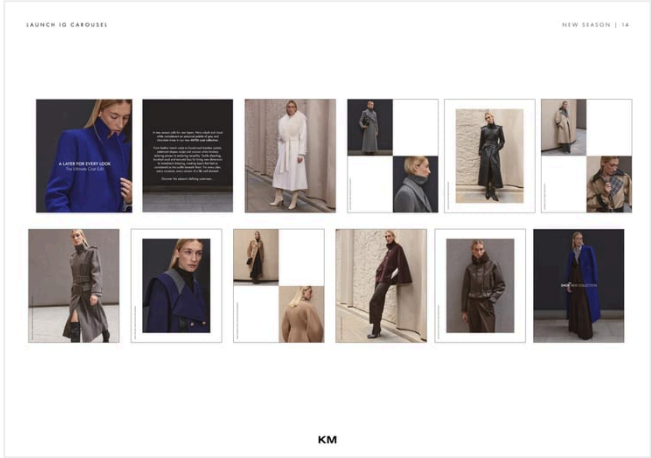
PLP BANNERS



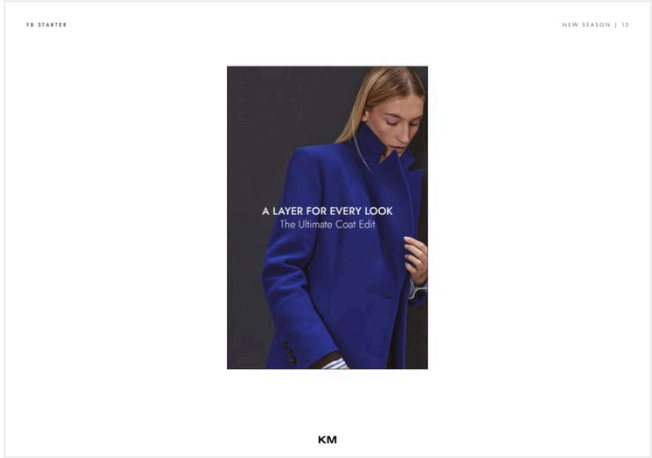
MEGA MENU TILE



LAUNCH STORIES



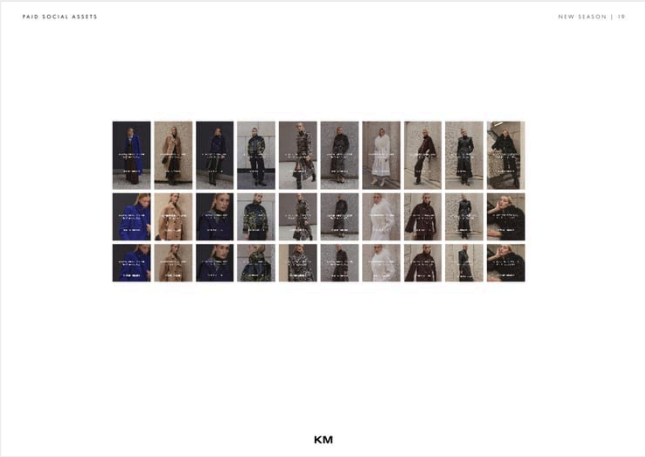
LAUNCH CAROUSEL



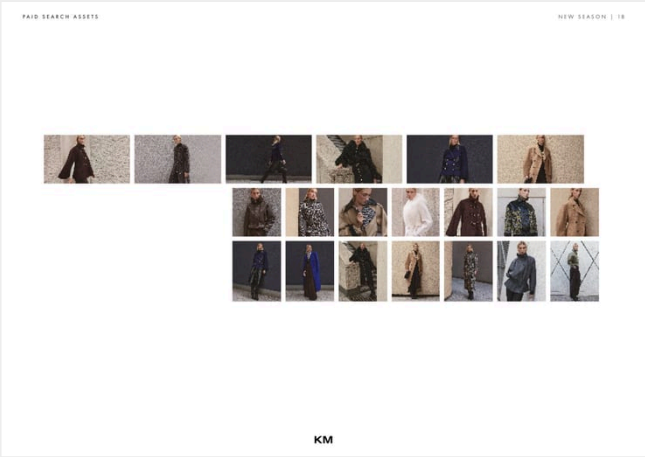
FACEBOOK STARTER



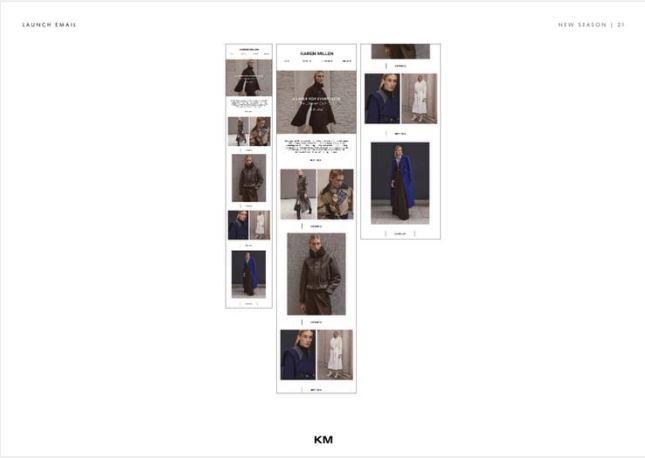
PINTEREST SET



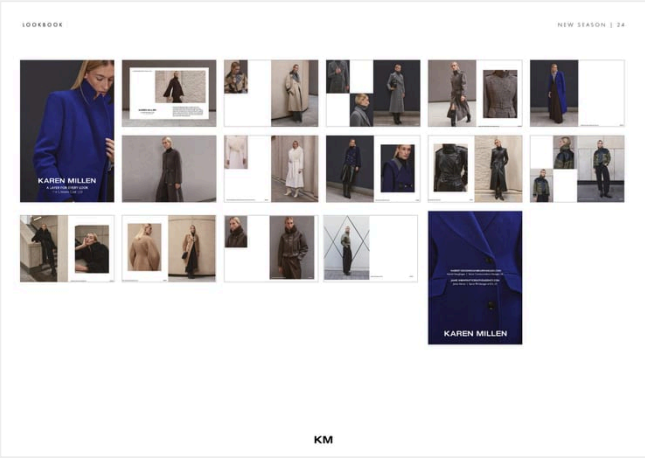
PAID SOCIAL MATRIX



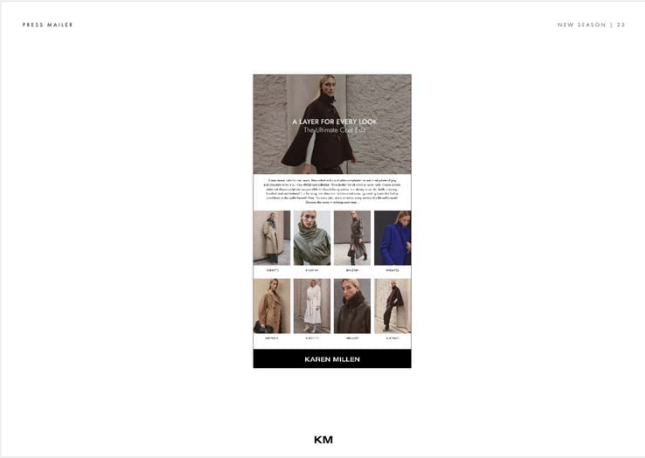
PAID SEARCH ASSETS



EMAIL BUILD TOOLKIT

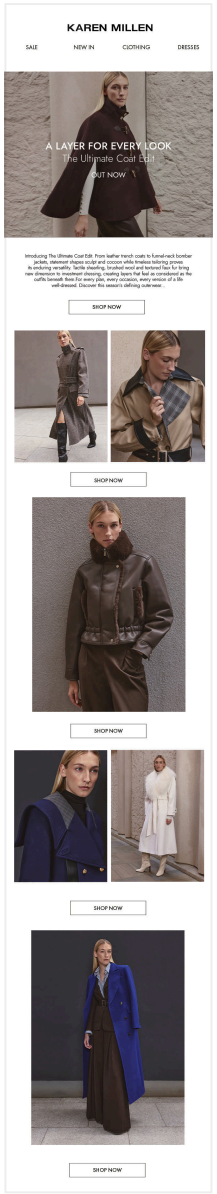


LOOKBOOK SPREADS



PRESS MAILER

EMAIL



01 THE ULTIMATE CO...

03 Between Seasons

PRE-FALL ’26

BRIEF

Pre-Fall sits between two big campaigns and can easily feel like filler. It needed its own look, separate from both AW and SS.

APPROACH

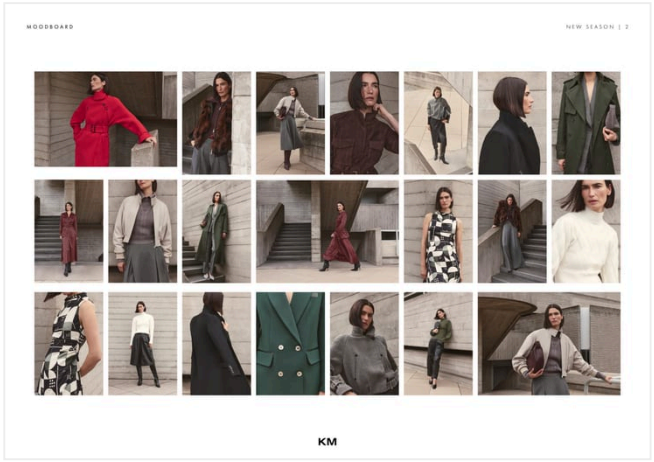
I set fixed type and a fixed lock-up for the season. Each of the five ratios was recomposed rather than just resized, so the model always has room.

DELIVERED

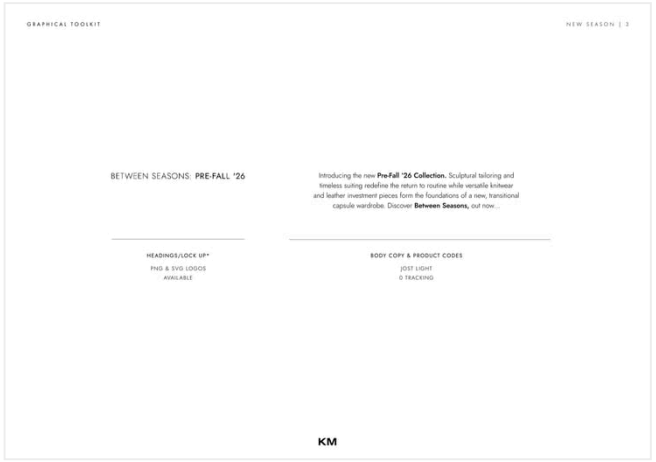
Campaign master, toolkit and type spec, full onsite set, paid and organic social, teaser and launch email, lookbook and press mailer.



CAMPAIGN MASTER



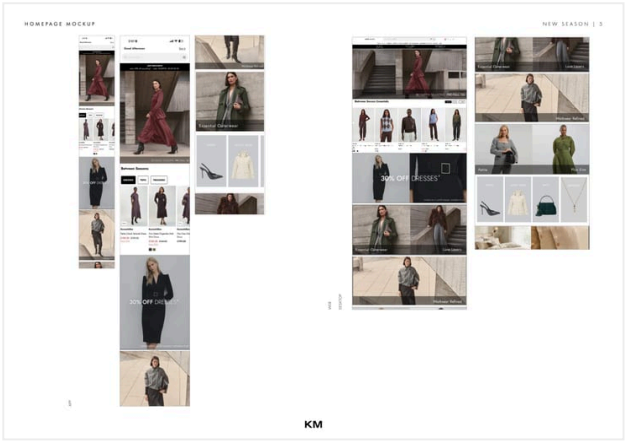
MOODBOARD



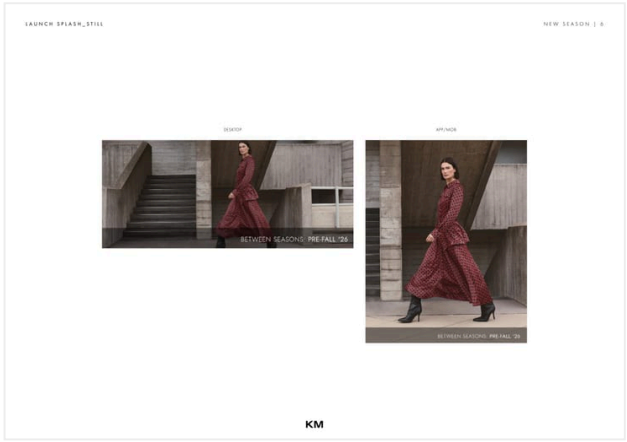
GRAPHICAL TOOLKIT: TYPE AND LOCK-UP



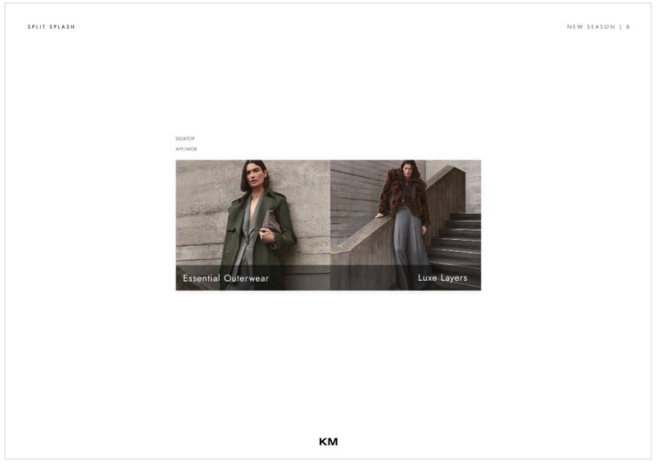
KEY VISUAL, BELTED RED COAT



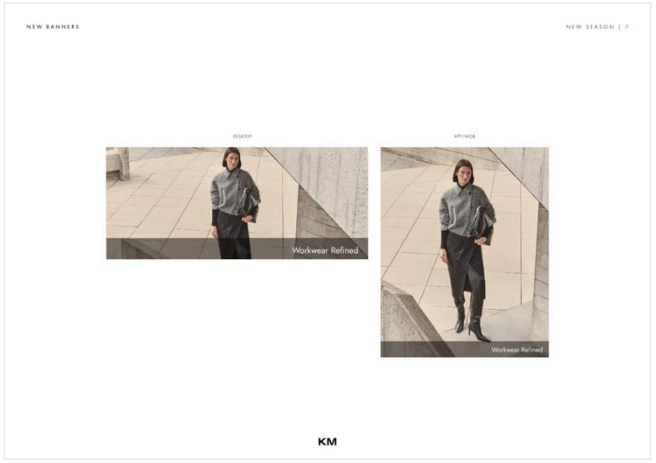
HOMEPAGE



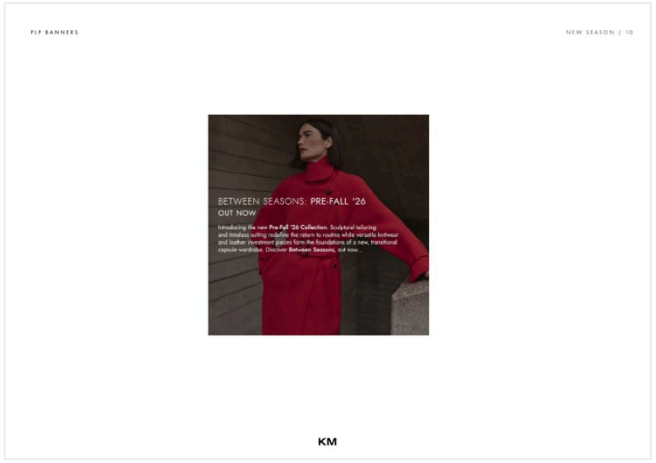
LAUNCH SPLASH



SPLIT SPLASH



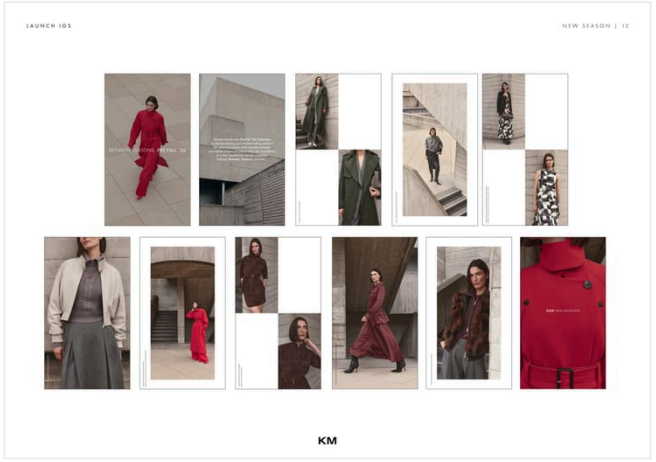
CATEGORY BANNER: WORKWEAR REFINED



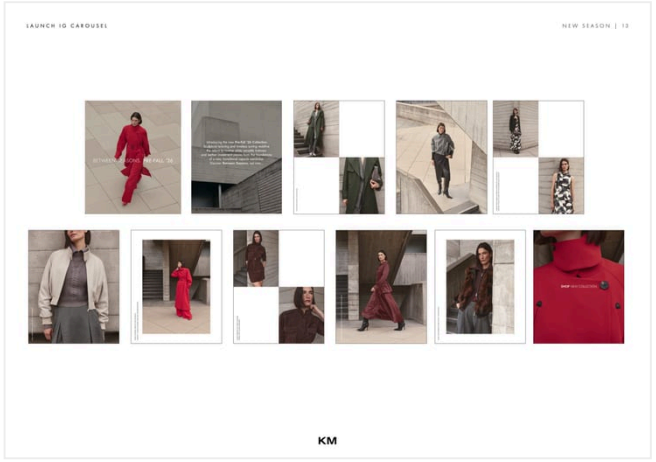
PLP BANNER



MEGA MENU TILE



LAUNCH STORIES



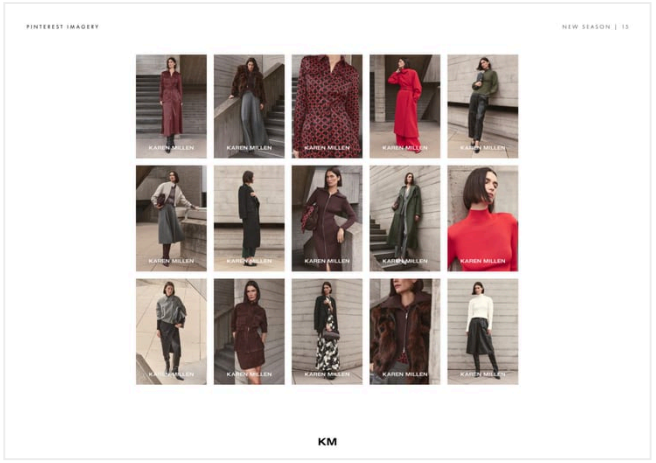
LAUNCH CAROUSEL



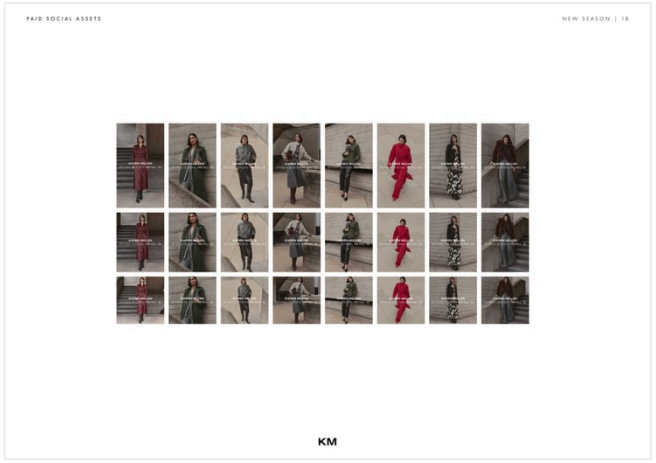
STORY SEQUENCE, IN ORDER



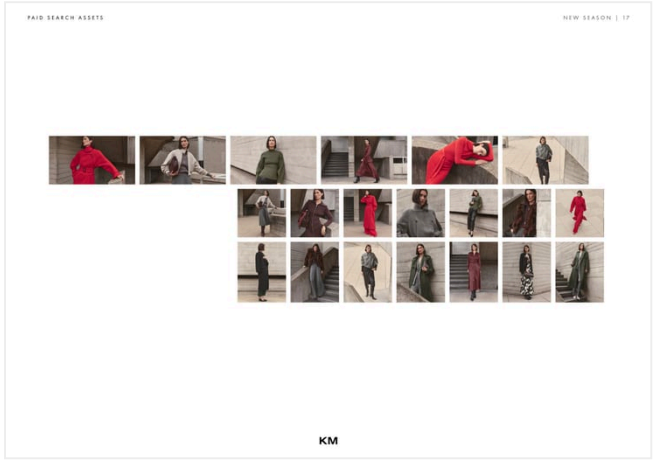
FACEBOOK STARTER



PINTEREST SET



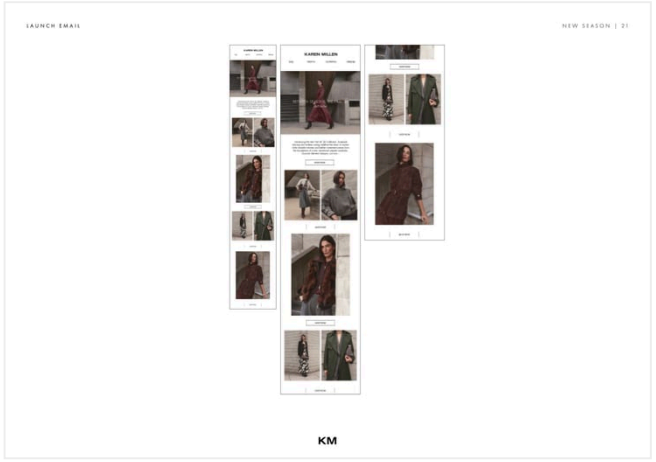
PAID SOCIAL MATRIX



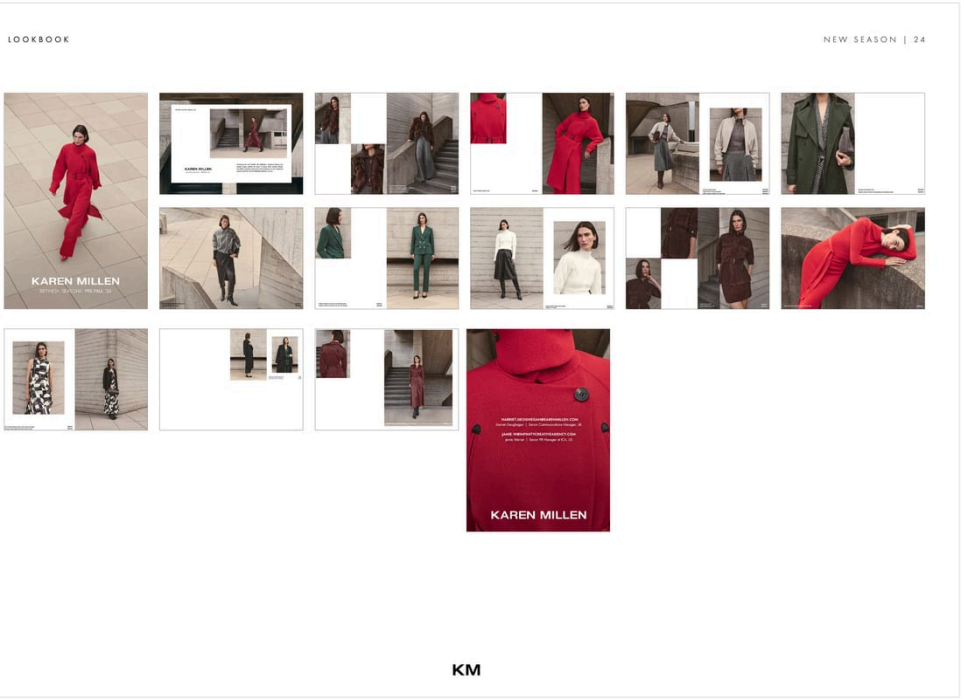
PAID SEARCH ASSETS



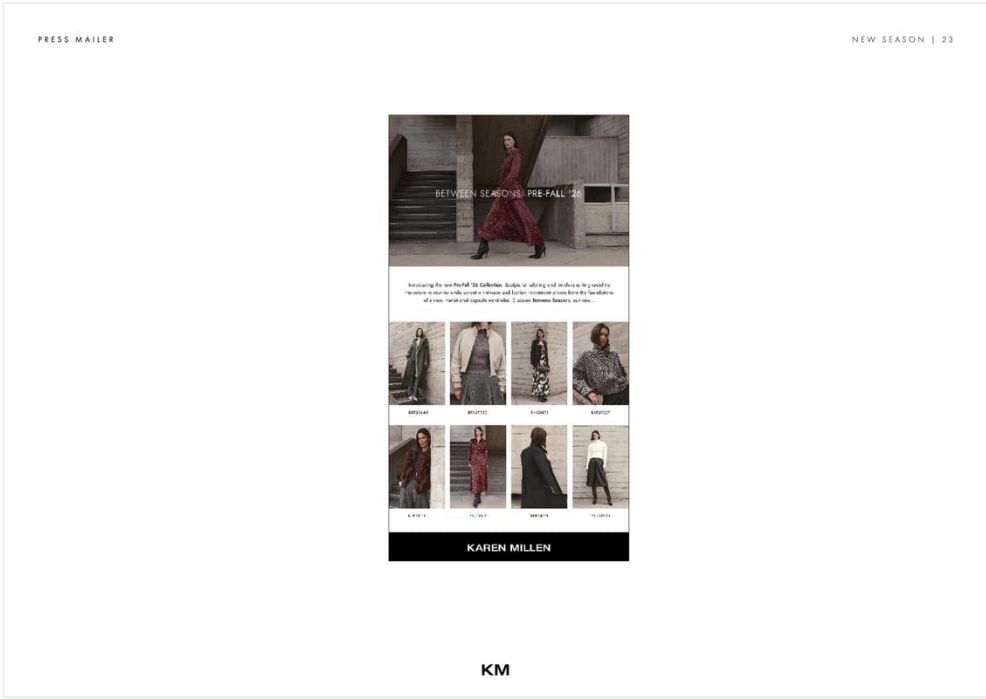
ANIMATED TEASER EMAIL



EMAIL BUILD TOOLKIT

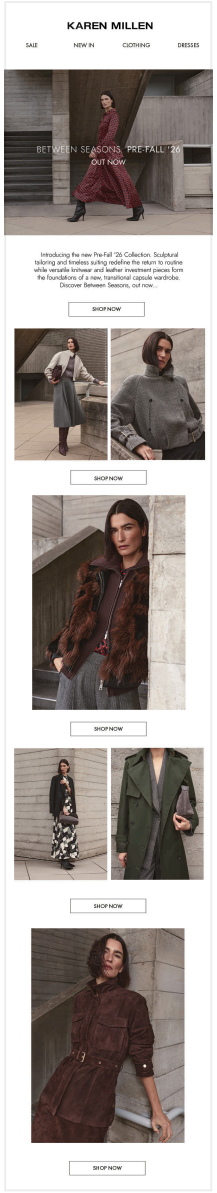


LOOKBOOK SPREADS



PRESS MAILER

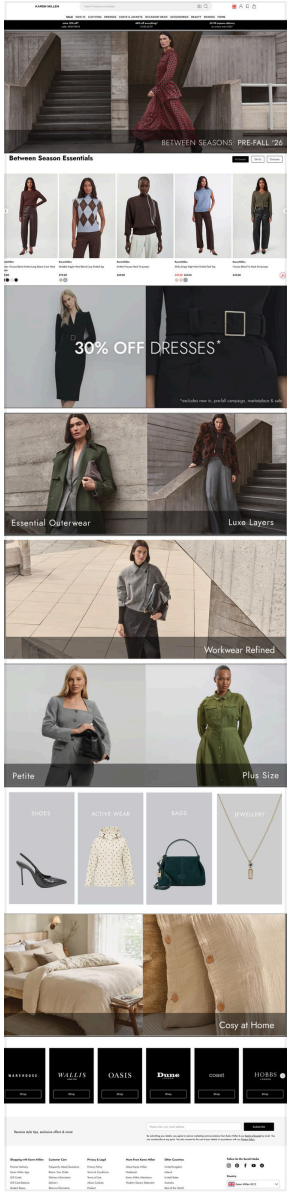
EMAILS



01 BETWEEN SEASON...



02 TEASER: SOMETHING EXCITING IS COMING



03 PRE-FALL HOMEPAGE, LIVE

04 Promo, CRM & Onsite

ONGOING, OUTSIDE THE CAMPAIGN CALENDAR

BRIEF

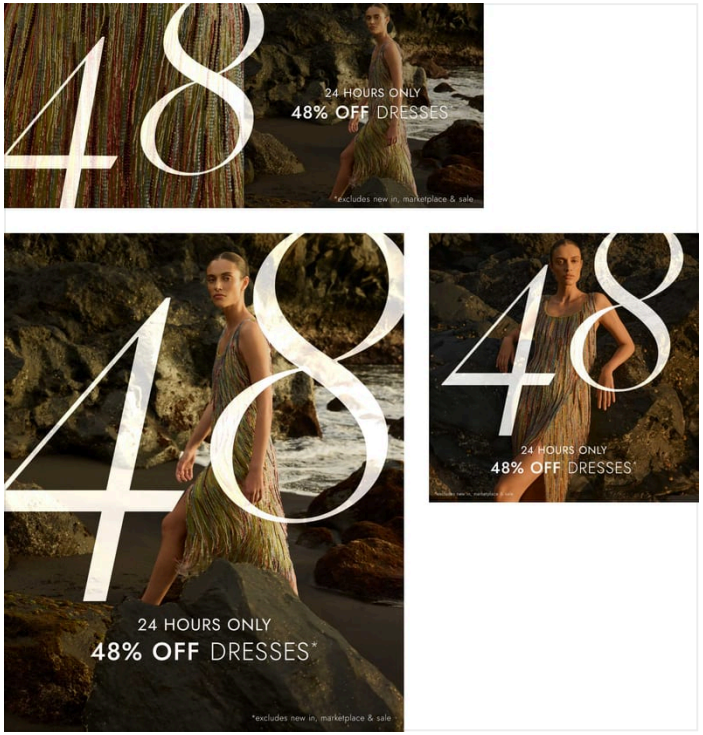
The weekly promo calendar runs independently of the seasonal campaigns: timed offers, trend edits, loyalty, homeware, product stories and partner launches.

APPROACH

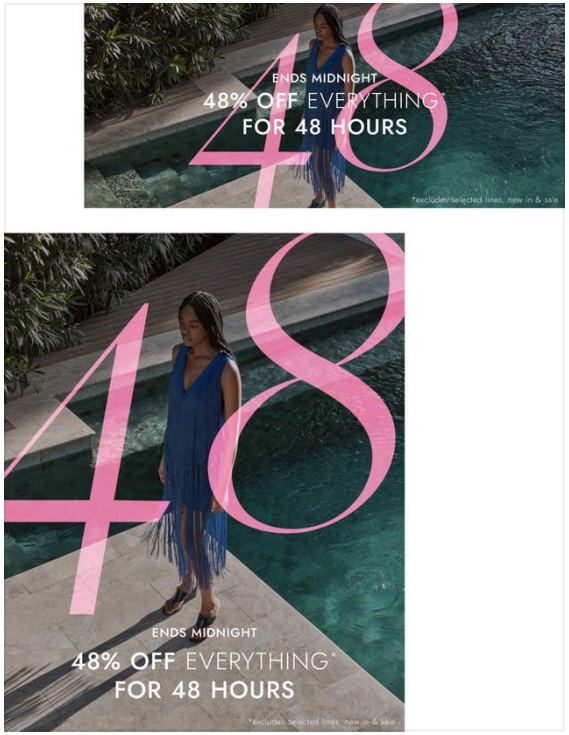
I set up a modular email grid (hero, copy block, paired stills, button) and a promo lock-up designed once for desktop, then rebuilt for each ratio. The offers change every week but the brand stays the same.

DELIVERED

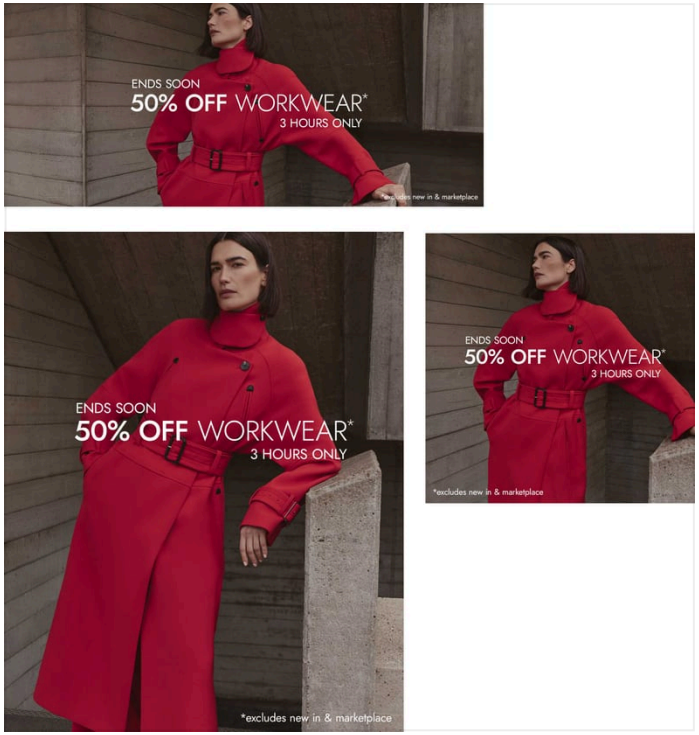
Around twenty-five sends across UK, IE, US and AU, the full promotional ratio matrix, site and PLP banners, the Insiders loyalty panels and partner brand launches.



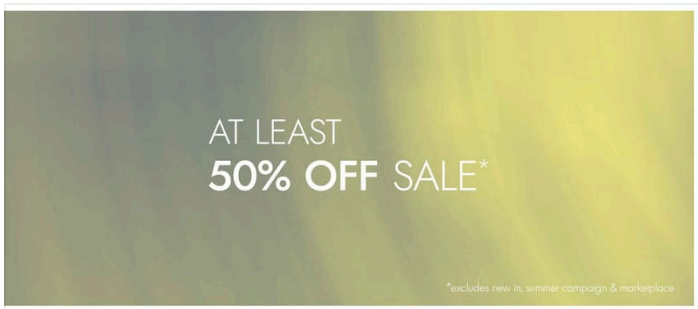
48% OFF DRESSES, 24 HOURS ONLY

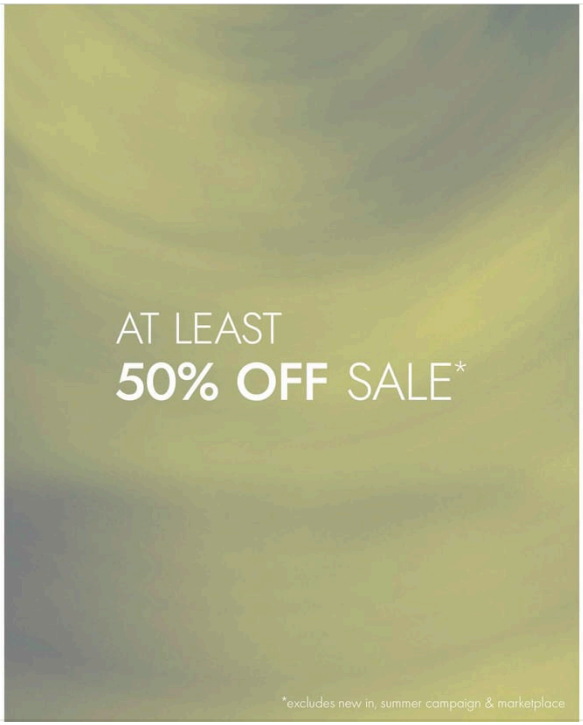


48% OFF EVERYTHING FOR 48 HOURS



50% OFF WORKWEAR, 3 HOURS ONLY







AT LEAST 50% OFF SALE







FLASH SALE, AT LEAST 60% OFF



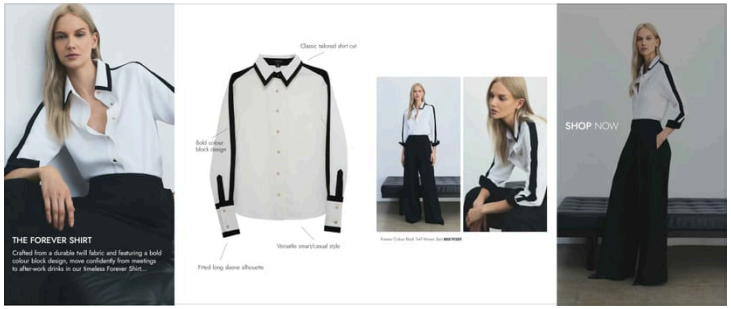
20% OFF, IN STORE ONLY



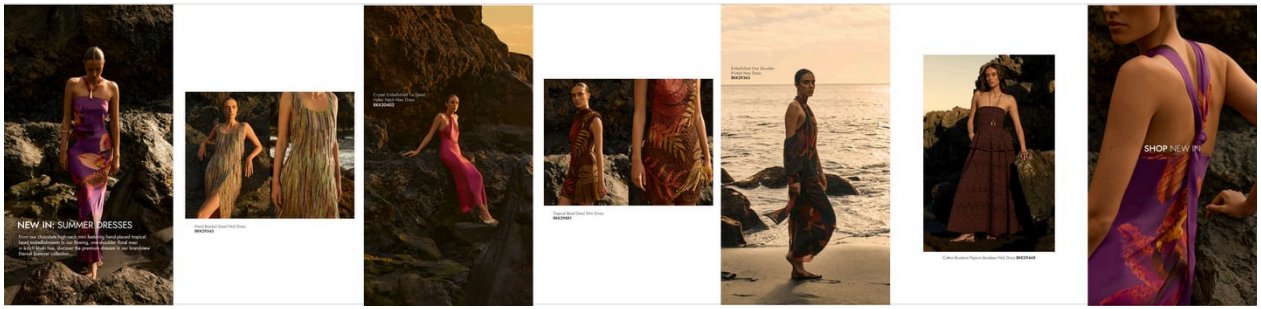
INSIDERS: HOW IT WORKS



INSIDERS: MEMBER BENEFITS



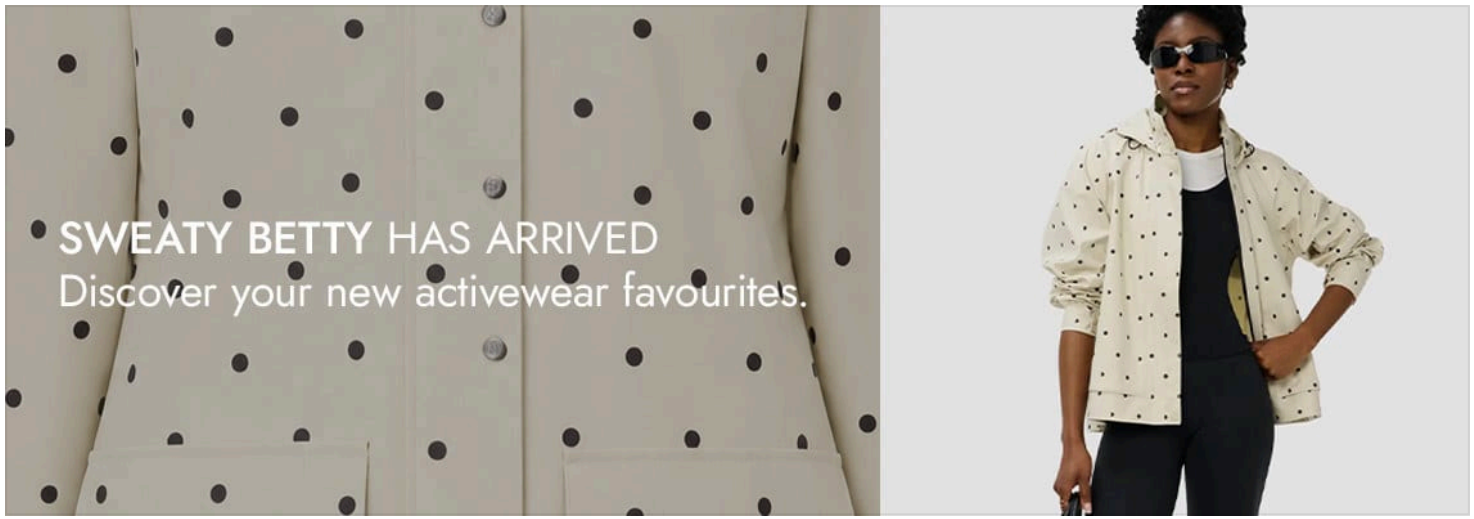
PRODUCT STORY: THE FOREVER SHIRT



ETERNAL SUMMER LOOKBOOK



FOOTWEAR IS BACK



SWEATY BETTY BRAND LAUNCH

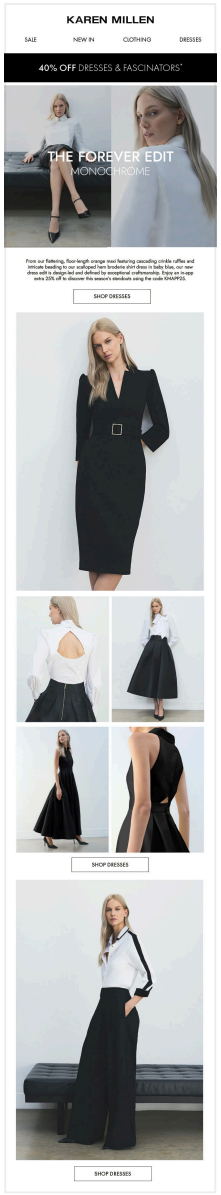
EMAILS



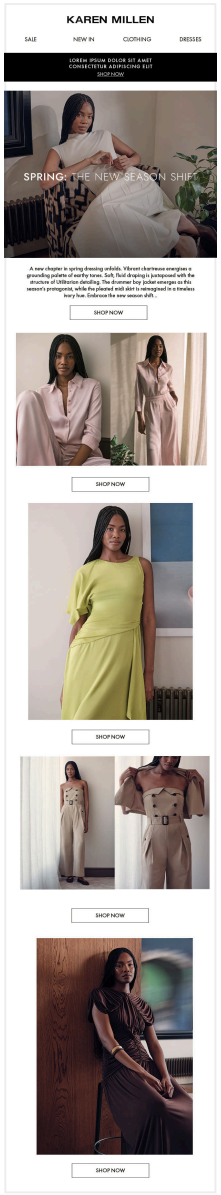
01 AS SEEN AT T...



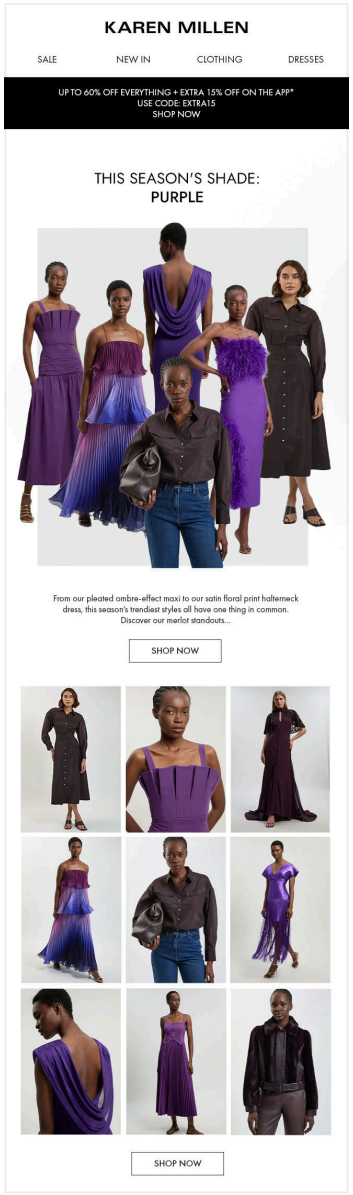
02 TREND EMAIL: A...



03 THE FOREVER EDI...



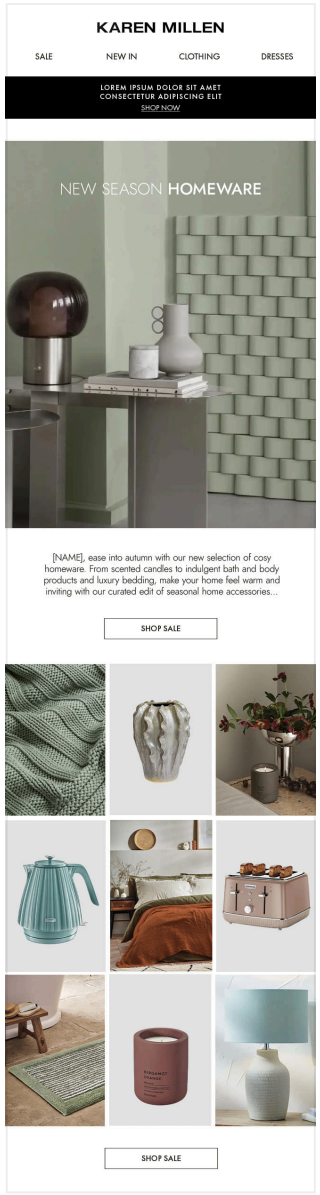
04 SPRING: THE NEW ...



05 THIS SEASON'S SHADE: PURPLE

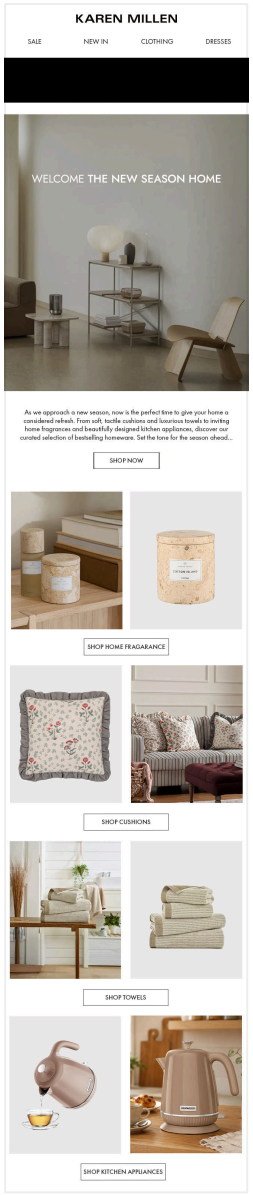


06 PRODUCT STORY: THE ...

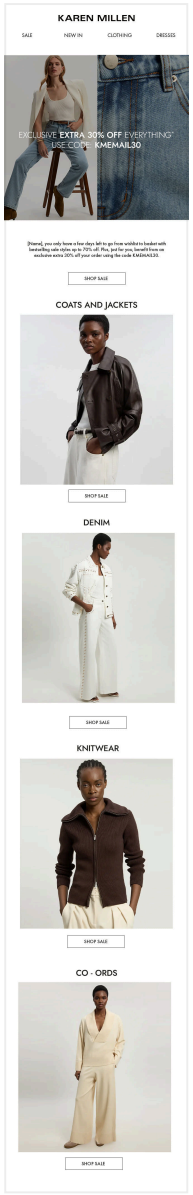


07 NEW SEASON HOMEWARE

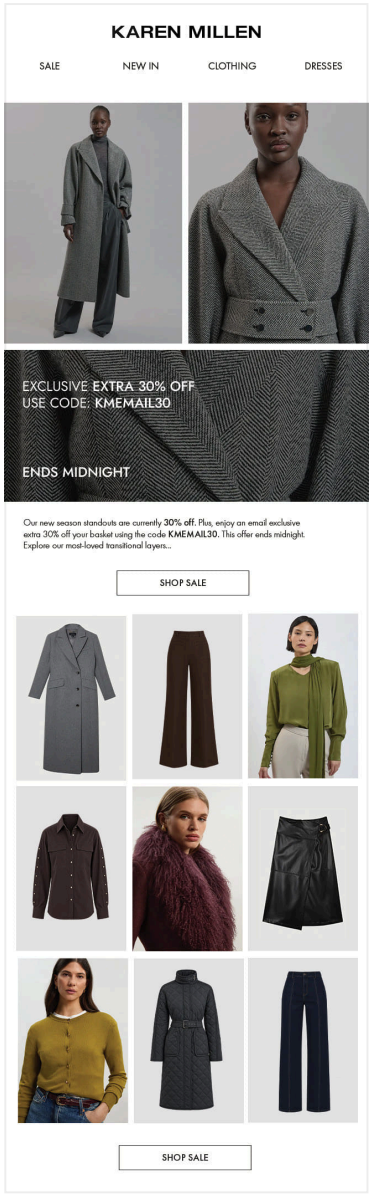
EMAILS (CONTINUED)



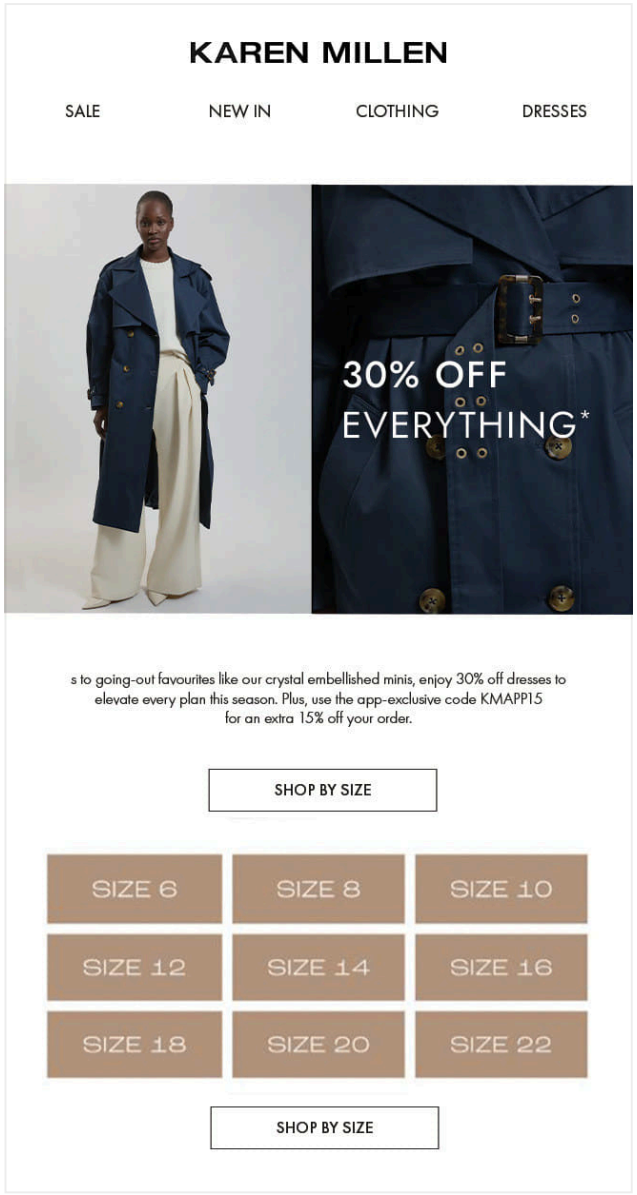
08 WELCOME THE NEW S...



09 SALE, SHOP BY ...

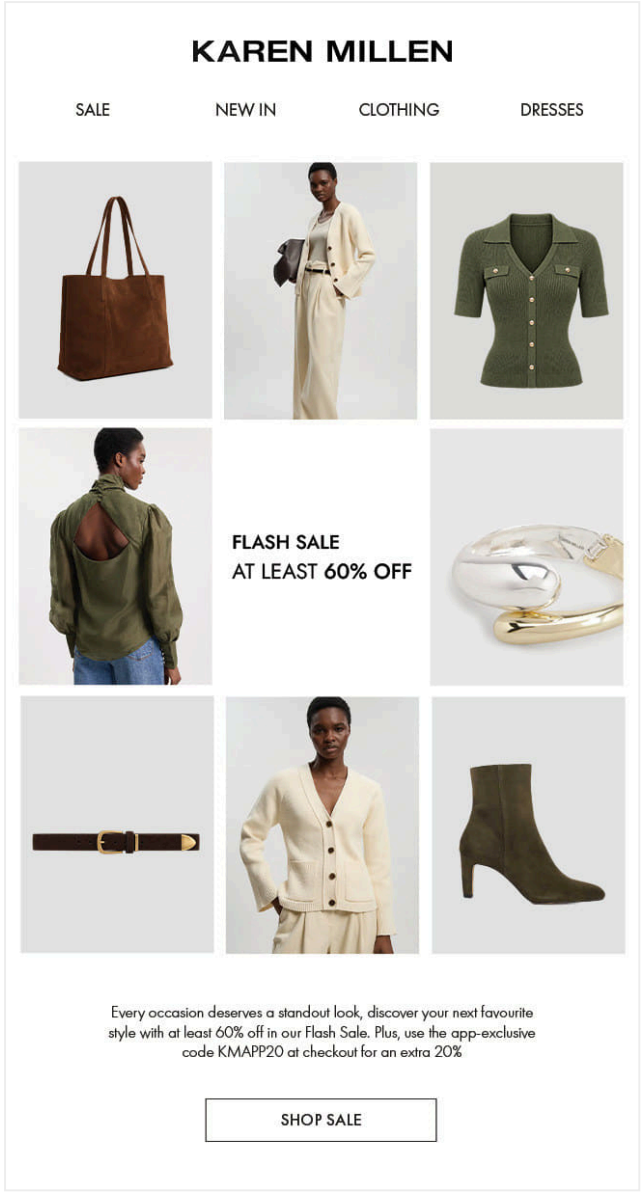


10 EXTRA 30% OFF, ENDS MIDNIGHT

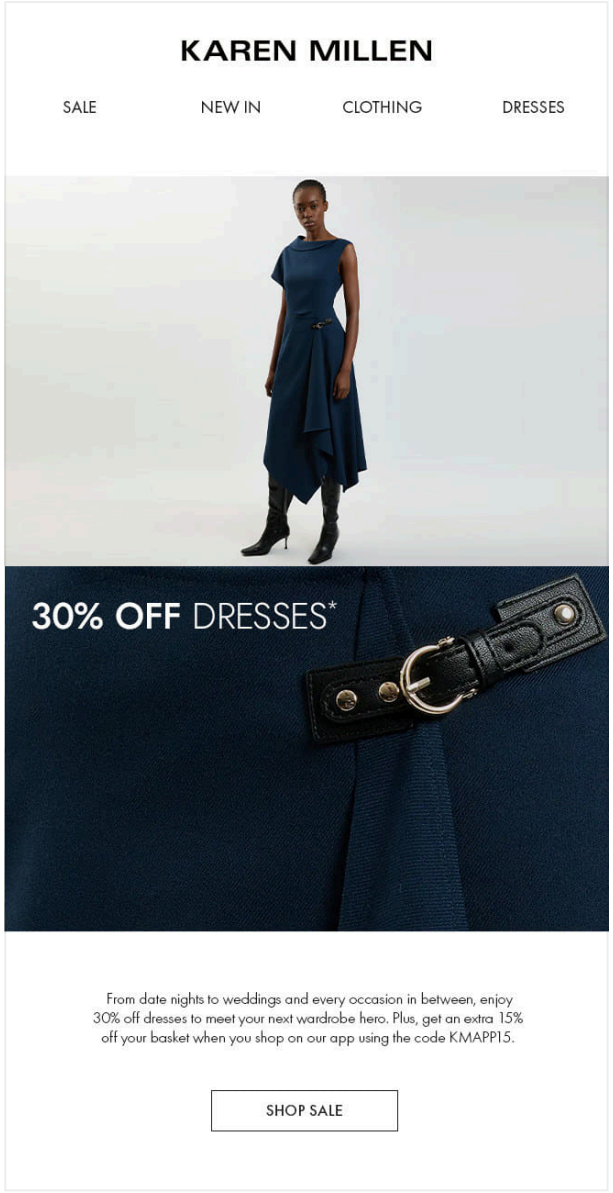


11 30% OFF EVERYTHING, SHOP BY SIZE

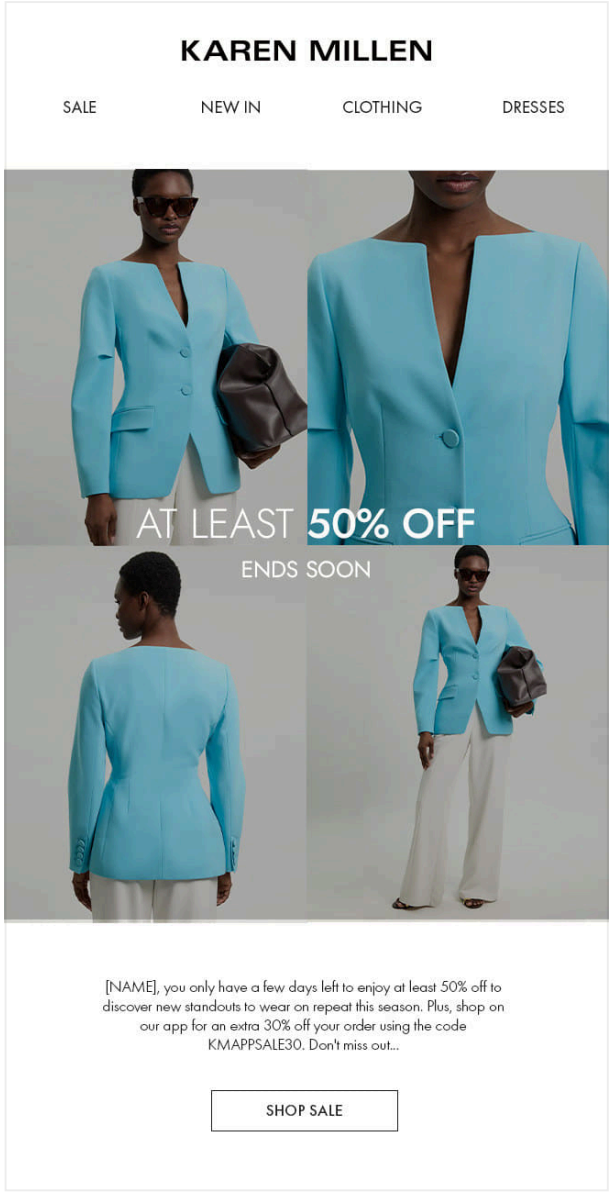
EMAILS (CONTINUED)



12 FLASH SALE, AT LEAST 60% OFF

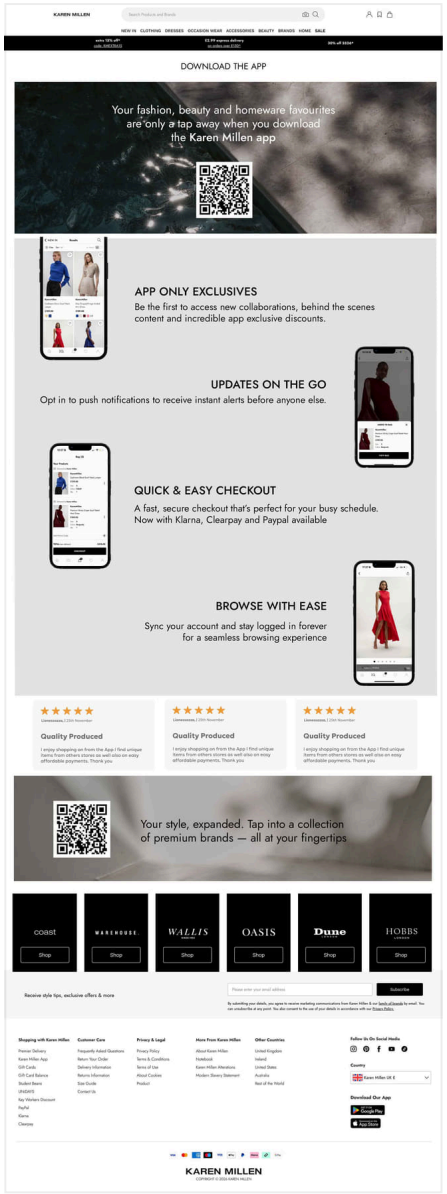


13 30% OFF DRESSES



14 AT LEAST 50% OFF, ENDS SOON

EMAILS (CONTINUED)



15 APP LANDING PAGE

Penelope Chilvers

GRAPHIC DESIGNER · NOV 2024 TO AUG 2025

Email campaigns, catalogues and digital assets for a heritage footwear and accessories brand with a strong, established house style.

05 Catalogue & CRM

AW24 TO AW25

BRIEF

Seasonal catalogues, newsletters and digital assets for a footwear and accessories brand with a distinctive, illustrative house style and a founder's voice on page one.

APPROACH

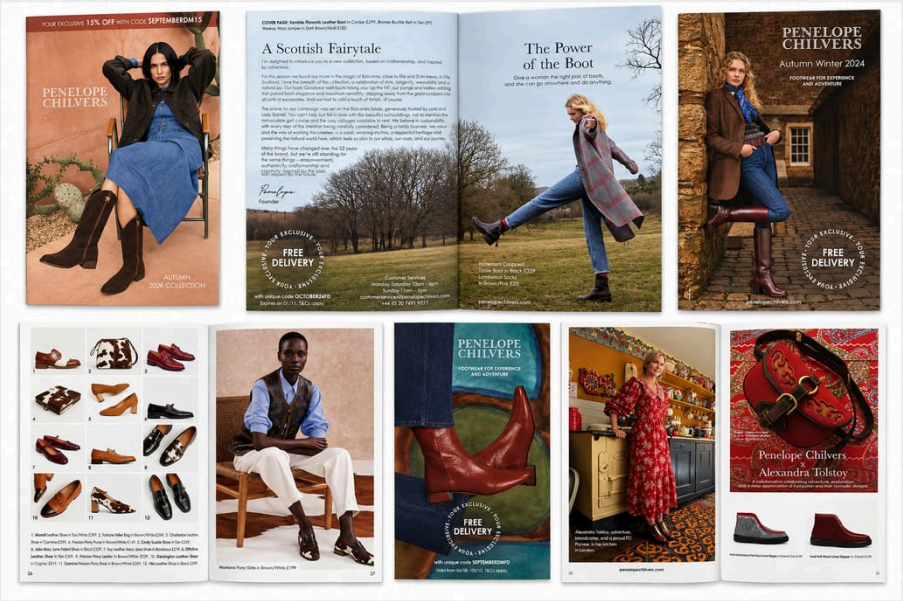
We paced it like a magazine instead of a product list: the founder's letter first, then a full-bleed landscape, then a tight index with every shoe's code and price.

DELIVERED

Catalogue covers and spreads, the product index, campaign and offer emails, and high-volume product retouching.

RESULT

I introduced animated GIF and video heroes to the emails, which increased customer clicks.

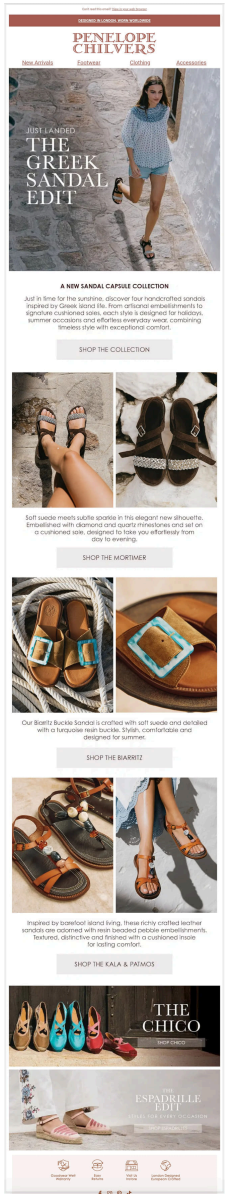


CATALOGUE COVERS & SPREADS



ICON SET

EMAILS



01 CAMPAIGN EMAIL



02 NEWSLETTER



03 OFFER EM...

Aspiga

JUNIOR GRAPHIC DESIGNER · APR 2022 TO AUG 2023

Print-led: the recurring monthly booklet, brand books and brochures, with in-house product and lifestyle photography shot and retouched alongside.

06 The Monthly Booklet

PRINT, BRAND & PHOTOGRAPHY

BRIEF

A B Corp resortwear brand publishing a booklet every month, alongside brochures, brand books and the swing tags that carry its sustainability claims.

APPROACH

I designed one grid and kept it across issues, so each month's new collection only meant new content, not a redesign. The sustainability information became a diagram small enough to fit on a swing tag.

DELIVERED

Monthly booklets from layout to print-ready artwork, brochures and brand books, Lenzing EcoVero swing tags, and in-house product and lifestyle photography.



BOOKLETS, BROCHURES & SWING TAGS

Freelance

SELECTED PROJECTS · 2021 TO 2025

Independent client work, some of it alongside continued study in design and UX.

07 Blanca

IDENTITY · RESORTWEAR · 2025

BRIEF

An identity for a resortwear brand moving into homeware and lifestyle. One logotype had to work in thread, on ceramics and on paper.

APPROACH

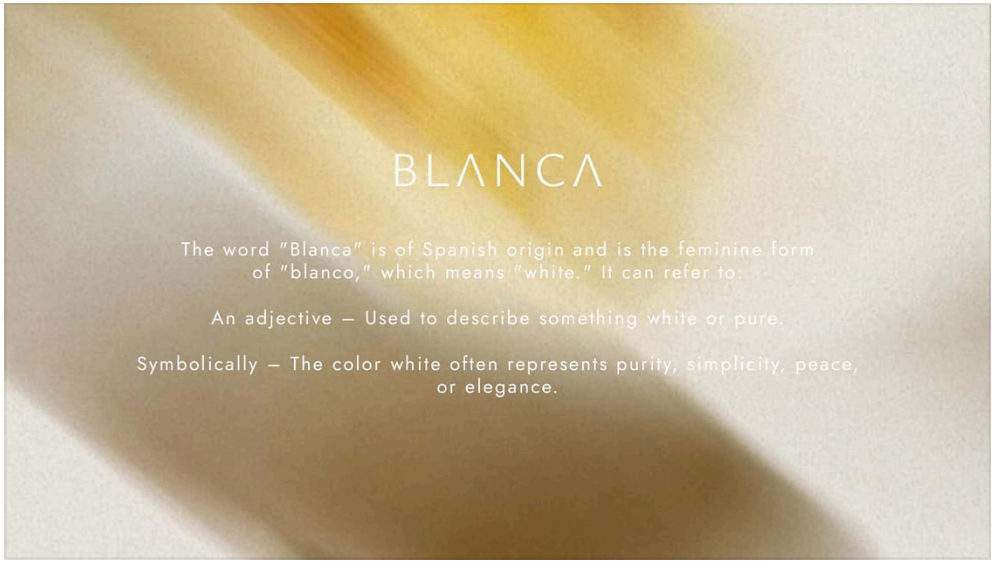
I tested the logotype at every weight, then kept breaking, ghosting and cutting it to see how little of it you need before it stops reading as Blanca.

DELIVERED

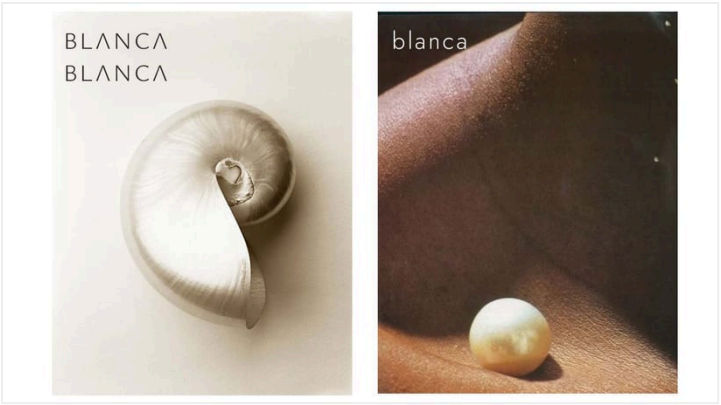
Logotype system, type and colour, packaging, stationery and product application.



THE COMPANY LOGO



CONSTRUCTION & CLEAR SPACE



TYPOGRAPHY



COLOUR





STATIONERY





PACKAGING





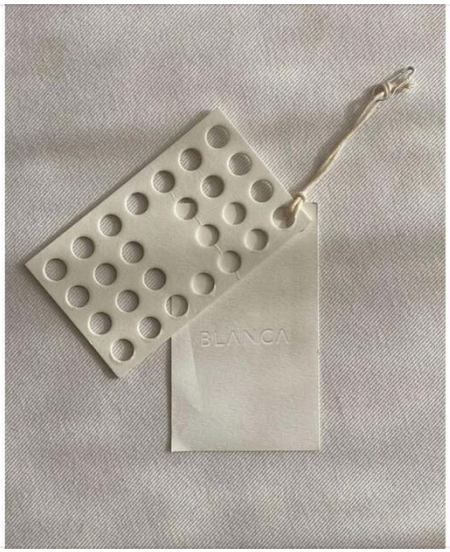


LABELS





PRODUCT



ENVIRONMENT

08 Dove: За красоту без фильтров

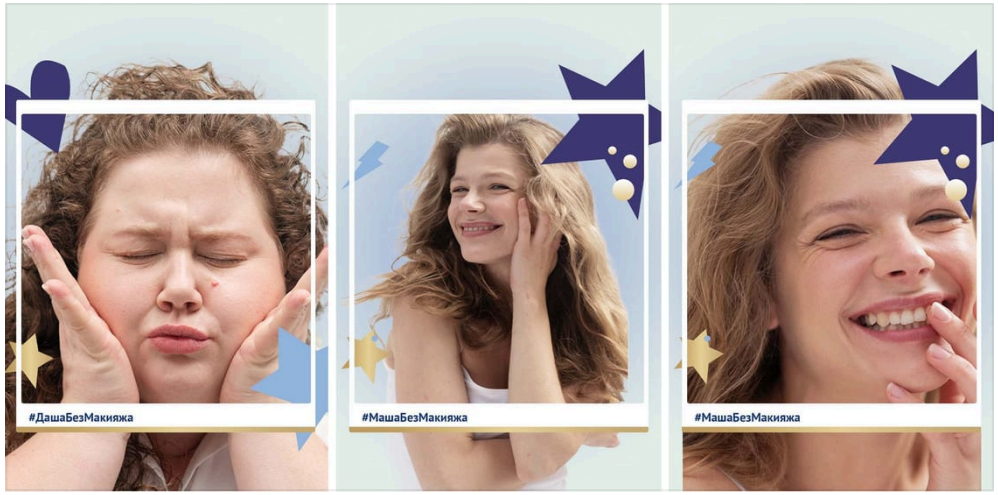
OOH · MOSCOW · 2021–22

Beauty without the filter.

A street banner for Dove's campaign, shown on an advertising screen in central Moscow.



PORTRAITS



BANNER ARTWORK

Dove
Помогает стать увереннее

LOGO LOCK-UP



INSTALLED IN CENTRAL MOSCOW



INSTALLED, SECOND VIEW

Rose & Race

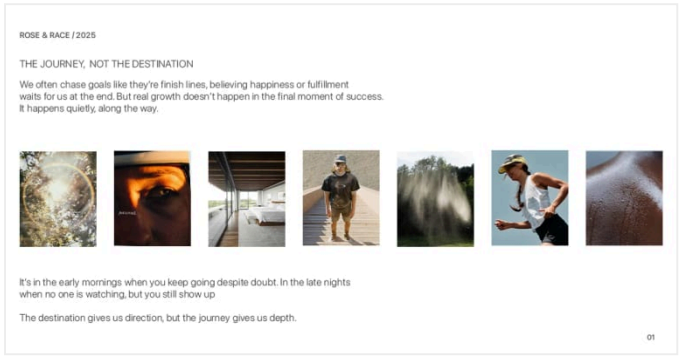
FOUNDER · RUNNING CLUB

A running club I founded to bring people together over a shared love of the sport.

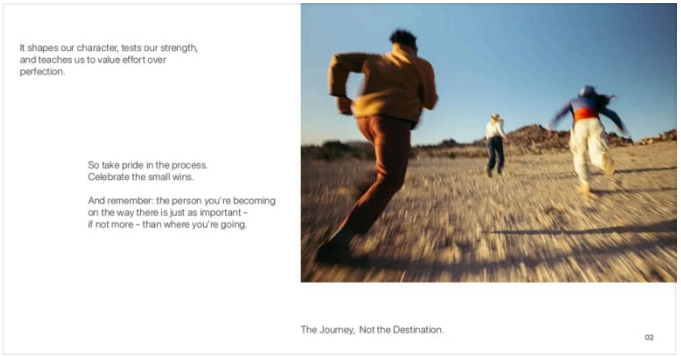
09 Lifestyle editorial

EDITORIAL SERIES · 2024 TO 2025

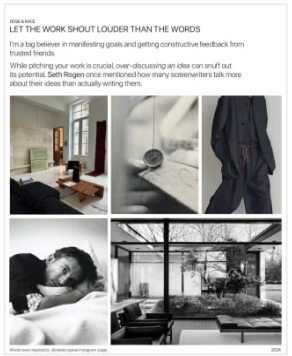
Editorial pieces for the club, pairing short reflections on running, work and growth with curated photography of running, architecture, interiors and fashion.



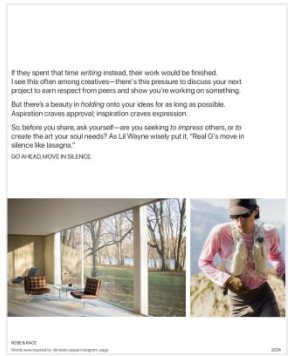
THE JOURNEY, NOT THE DESTINATION 01



THE JOURNEY, NOT THE DESTINATION 02



LET THE WORK SHOUT 01



LET THE WORK SHOUT 02

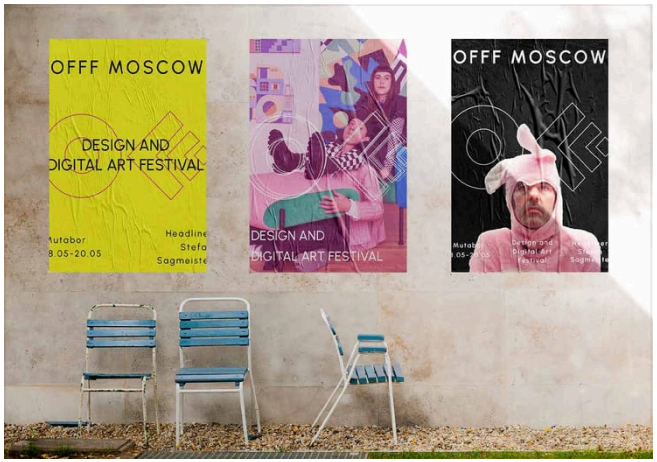
Concept & study

COURSE WORK · SKILLBOX

10 Poster & editorial studies

SKILLBOX · COURSE WORK

Study projects from my Skillbox course: a poster identity for the OFFF Moscow design festival, a conference poster series for Strela and a magazine feature layout.



OFFF MOSCOW POSTER SERIES



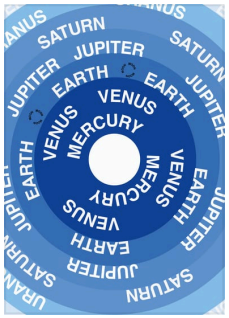
OFFF MOSCOW, IN SITU



OFFF MOSCOW, DETAIL



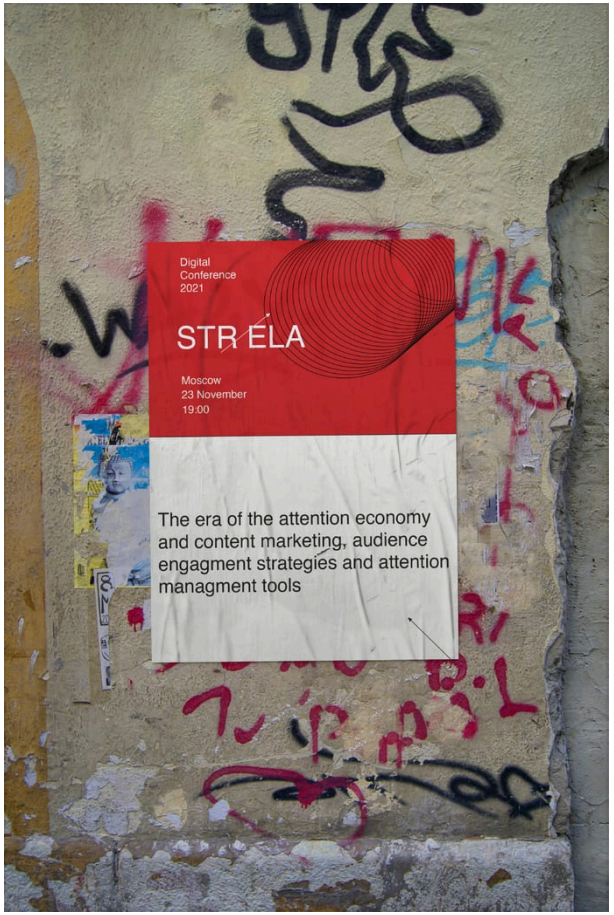
OFFF MOSCOW, FULL SET



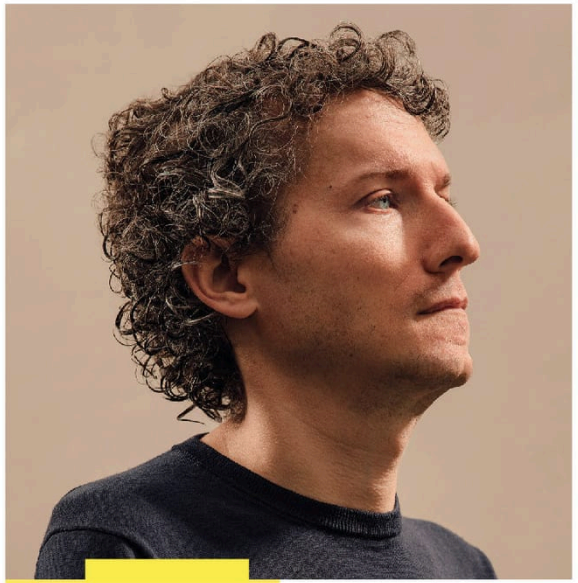
POSTER STUDY



STRELA CONFERENCE SERIES



STRELA, SINGLE POSTER



P.78 A LIFE JUST OUT OF REACH

At 37, my childhood friend Brian Wallach was diagnosed with ALS. Then he started tapping a lifetime of connections to give hope — and help — to fellow sufferers.
by Brian Barrett

P.32 GAME/NOT A GAME
Trolls, hackers, and a real pandemic plague the sequel to a videogame about a pandemic.
by Darryn King

P.40 GLOBAL INDEMNITY
An ingenious insurance plan could have helped save the economy. So why are we in this mess?
by Evan Ratliff

P.52 WHAT HAPPENS NEXT: SCIENCE, TECHNOLOGY, AND LIFE IN THE WAKE OF COVID-19
Stories of a world — and a future — transformed by a viral cataclysm.
by Laurie Penny, Steven Levy, Gideon Lewis-Kraus, Chris Colin, Maimuna S. Majumder, and more

PHOTOGRAPH / KEVIN SERNA

MAGAZINE FEATURE OPENER

ELECTRIC WORD

P.8 Totally Wired
P.10 Rants and Raves

ON THE COVER



Photograph
by Christie Hemm Klok

Behind the Scenes
"Shooting outdoors can complicate things," says Christie Hemm Klok, who photographed Nathan Wolfe from a safe distance in his Bay Area backyard. For example, there are bees outdoors. "When I saw the bee, I really wanted to get a shot of it." And so she did. (No virologists were stung in the making of this magazine.)

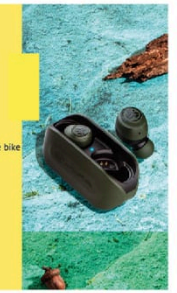
Too to bottom: Ana Galkeli, Cathie Zimmer, Maxime Mouyssset

MIND GRENADES



P.13 The New American Revolution
by Virginia Heffernan
P.16 Supply Chains Are People Too
by Paul Ford
P.18 Coming Soon: Virus-Killing Masks
by Vince Beiser
P.20 Cutting Carbon by Cutting Code
by Clive Thompson

GADGET LAB: GET OUT



P.23 Fetish
Trek Checkpoint SL 7 adventure bike
P.24 Level Up
Best binoculars for birding
P.26 Top 3
In-ear workout headphones
P.28 Top 3
Fitness-tracking watches
P.30 Essay
Escape in New York

SIX-WORD SCI-FI



P.88 Very Short Stories
by WIRED readers

MAGAZINE FEATURE SPREAD

CONTACT

romanovnapolina@hotmail.com

07733 962746 POLLYDESIGNS.UK LINKEDIN LONDON, UK

BRAND WORK © KAREN MILLEN, PENELOPE CHILVERS, ASPIGA, DOVE AND BLANCA