



AUTHOR'S WEB DEVELOPMENT

01. ABOUT ME

my principles of work
and how I help businesses
grow through strategic design

02. PORTFOLIO

completed projects for
clients across the globe

03. SERVICES

a full range of services
with pricing, workflow,
and technical details

04. COLLABORATION

flexible partnership formats
and key advantages for your
business



I CREATE HIGH-CONVERTING WEBSITES
THROUGH AUTHENTIC DESIGN AND
THOUGHTFUL MARKETING



* HELLO — LET'S GET ACQUAINTED

// MY NAME IS POLLY,
I AM AN INDEPENDENT WEB DESIGNER.
I PERSONALLY MANAGE EVERY PROJECT FROM BRIEFING TO LAUNCH.



3 YEARS OF EXPERIENCE

MY EXPERTISE IS BUILT ON DOZENS OF REAL CLIENT PROJECTS



2 YEARS IN MARKETING

I GROW MY OWN BUSINESS AND SUPPORT THE GROWTH OF YOURS



15+ LAUNCHED PROJECTS

DESIGNED AND DEVELOPED ENTIRELY BY ME FOR CLIENTS WORLDWIDE



CLIENTS FROM 5 COUNTRIES

BESIDES RUSSIA, I'VE WORKED WITH BRANDS FROM POLAND, ISRAEL, ARMENIA, AND KAZAKHSTAN



* WHAT CLIENTS MOST OFTEN COME TO ME FOR

// I CAN TAKE ON A FULL-SCALE DIGITAL PROJECT OR SOLVE
A NARROW, SPECIFIC TASK

WEBSITE DEVELOPMENT

YOU'RE LAUNCHING A NEW BUSINESS AND NEED
A COMPLETE WEBSITE — FROM STRUCTURE
AND DESIGN TO FUNCTIONALITY,
INTEGRATIONS, AND DELIVERY

WEBSITE REDESIGN

YOU'RE ALREADY ON THE MARKET, BUT YOUR
CURRENT WEBSITE NO LONGER REFLECTS
YOUR GOALS, YOUR STYLE, OR THE LEVEL
OF YOUR BRAND

AUDIT + STRATEGY

YOU ALREADY HAVE A WEBSITE, BUT NEED
A CLEAR BREAKDOWN OF WEAK POINTS
AND A REALISTIC PLAN TO IMPROVE
PERFORMANCE

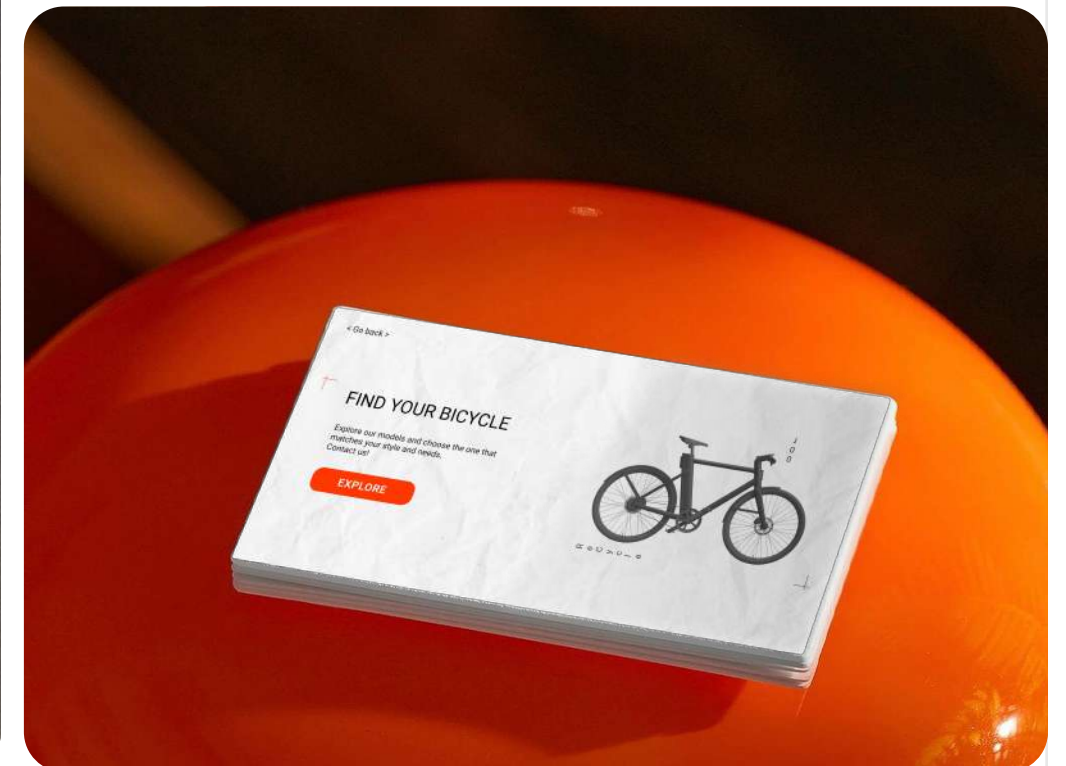
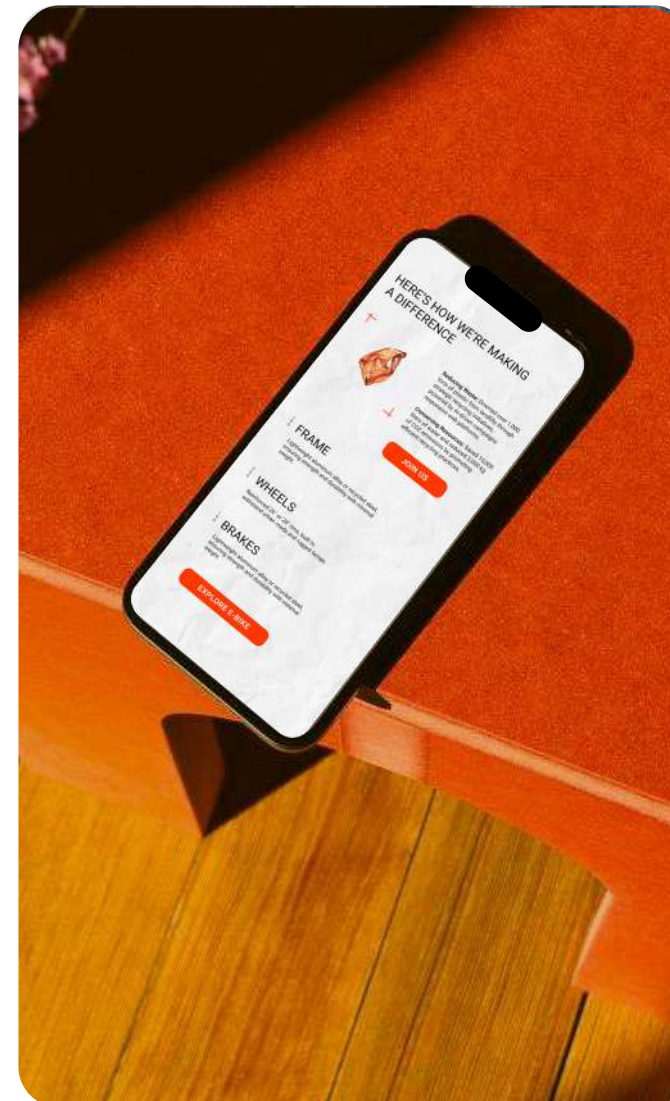
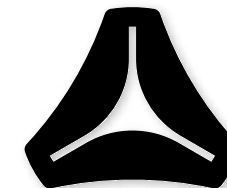
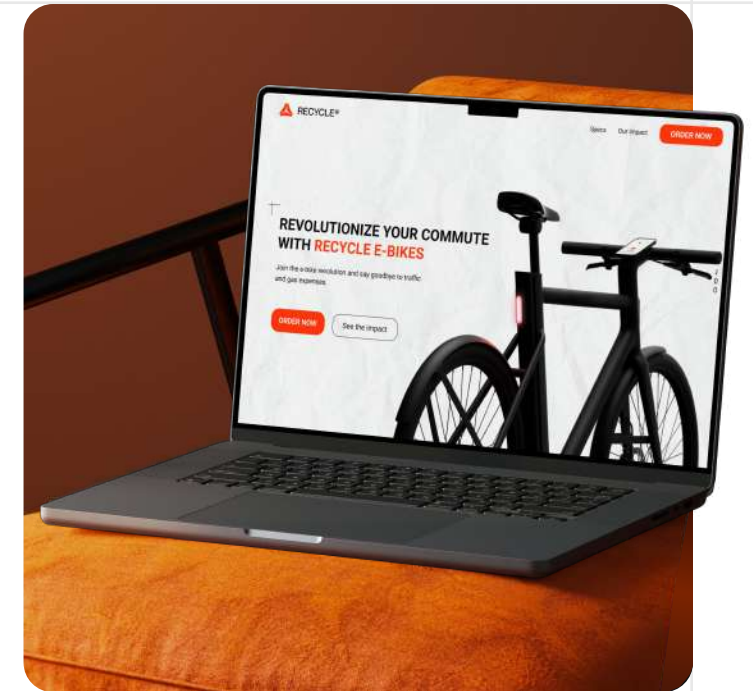
CASE STUDY: RECYCLE

// REDESIGN AND MODERNIZATION
OF AN E-BIKE BRAND WEBSITE

After updating their positioning, the old website
no longer reflected the company's scale or values

What I did:

- conducted a full audit of the current website
- completely rebuilt the structure and navigation
- developed a new user-friendly ux
- created a modern, clean ui design
- updated key content and messaging
- strengthened visual communication and brand accents
- improved mobile experience and responsiveness
- optimized performance and visual stability



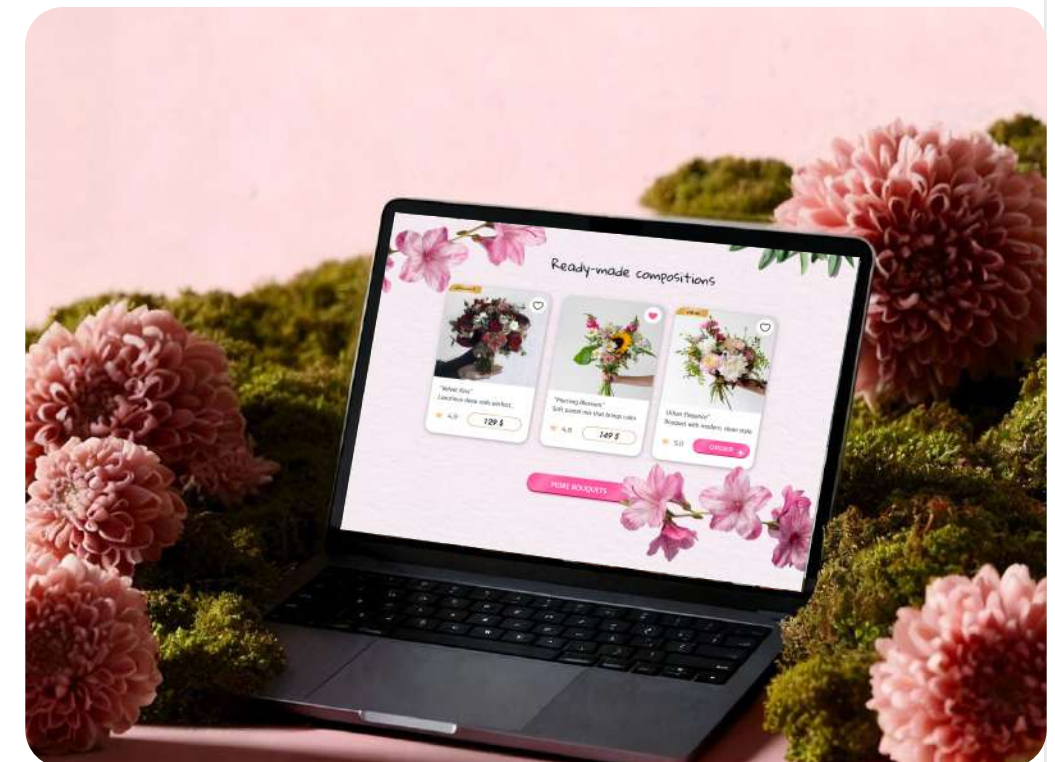
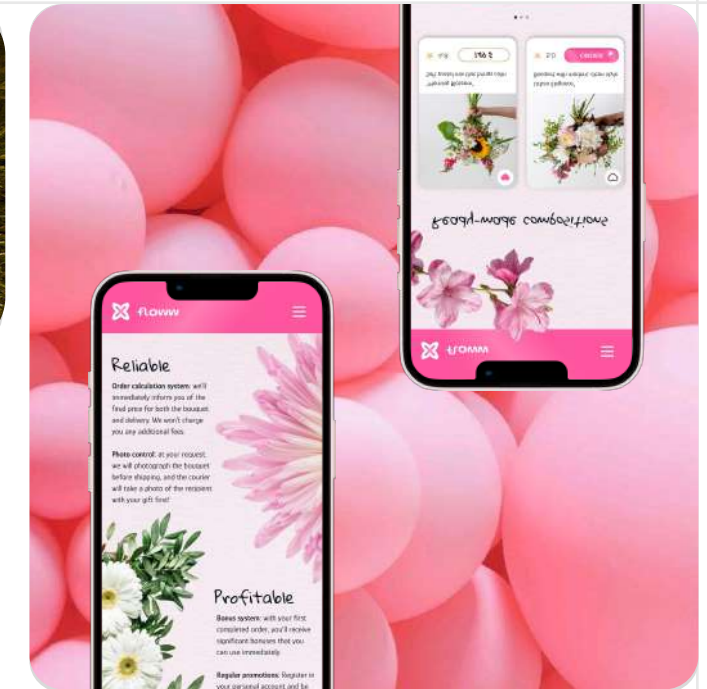
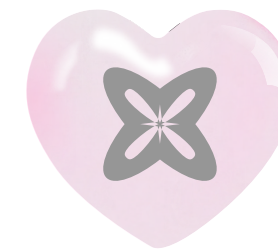
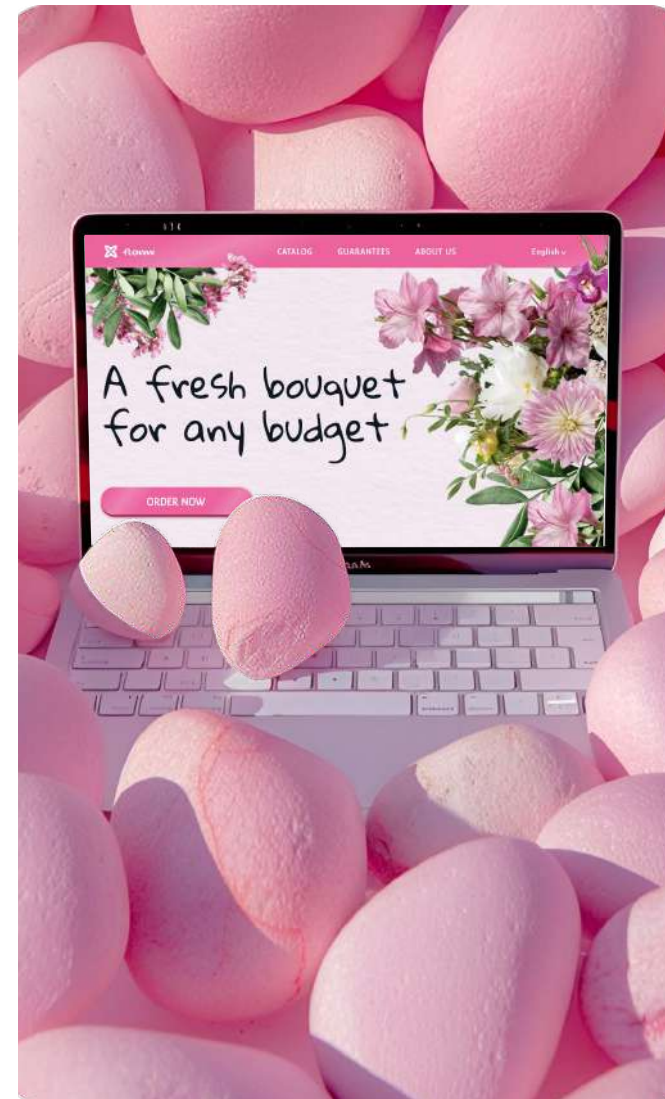
CASE STUDY: FLOWW

// CREATING A GENTLE, FEMININE WEBSITE
FOR AN ARTISANAL FLOWER SHOP

Task: build a soft, pastel visual identity
and a clear user journey to increase orders
and enhance brand perception

What I did:

- planned the page structure
- designed an intuitive ux
- built navigation and strong cta sections
- created a delicate visual concept in soft pink tones
- set up product catalog and item pages
- connected payment and cart functionality
- built full responsiveness for all devices
- optimized loading speed and animation smoothness



CASE STUDY: BABILING

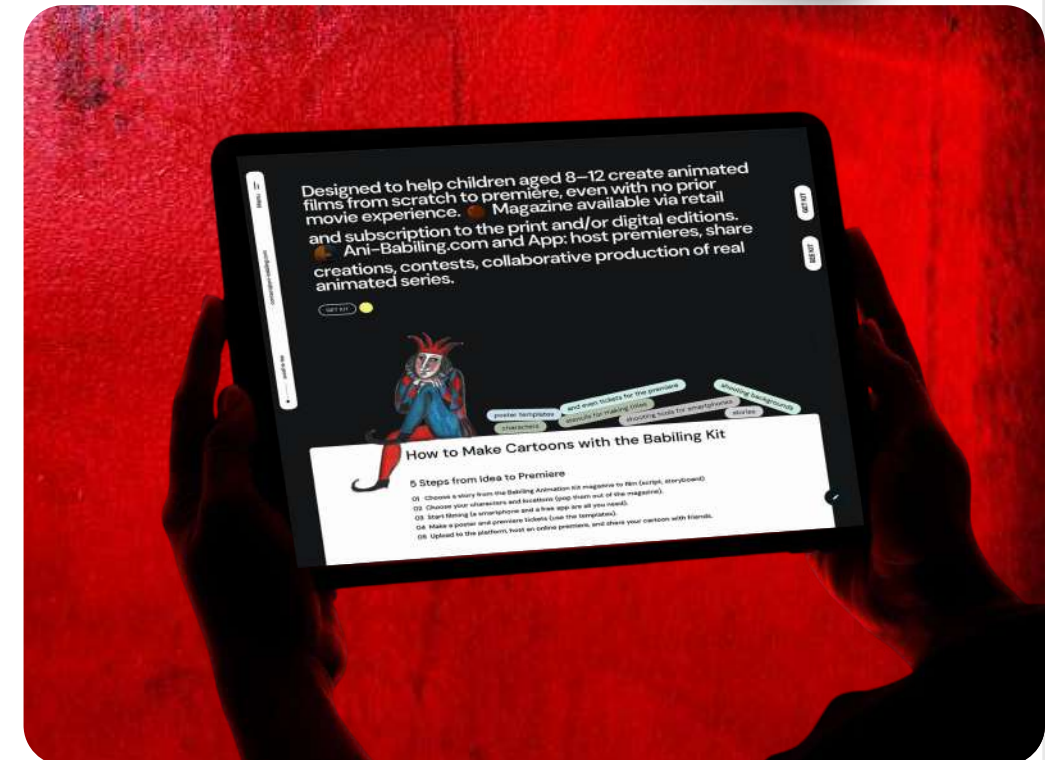
// FULL MULTI-PAGE WEBSITE DEVELOPMENT
FOR A STEP-BY-STEP ANIMATION PROJECT

The site was designed for a digital store of stop-motion educational kits.

Goal: make the product bright, engaging, and easy to purchase.

What I did:

- Planned the full website structure and UX
- Created a bright, dynamic visual style
- Added interactive and animated blocks
- Optimized loading speed and page transitions
- Integrated all required plugins and services
- Set up forms, surveys, email marketing, and live chat
- Configured the store and payment system
- Implemented analytics, SEO, and performance optimization





I CREATE WEBSITES THAT CAPTURE
ATTENTION AND CONVERT TRAFFIC
INTO INQUIRIES



* MY SERVICES: WEB DESIGN & DEVELOPMENT

// FROM FULL-SCALE PROJECTS TO PRECISE SOLUTIONS

LANDING PAGE ON WORDPRESS

// Design and development of a stylish, responsive, conversion-focused site on WordPress

- Niche, competitor, and audience analysis
- Structure and concept development
- Theme or template selection
- Copywriting
- Design and mockup creation
- Mobile adaptation
- Development and assembly on WordPress
- Animation setup
- Testing
- Technical setup

Timeline: from 20 business days

PRICE: FROM 900 \$

MULTI-PAGE WEBSITE ON WORDPRESS

// A full-scale, responsive, multi-page website on WordPress

- Niche, competitor, and audience analysis
- Structure and concept development
- Theme or template selection
- Copywriting
- Design and mockup creation
- Mobile adaptation
- Development and assembly on WordPress
- Animation setup
- Testing
- Technical setup

Срок разработки – от 30 рабочих дней

PRICE: FROM 1100 \$

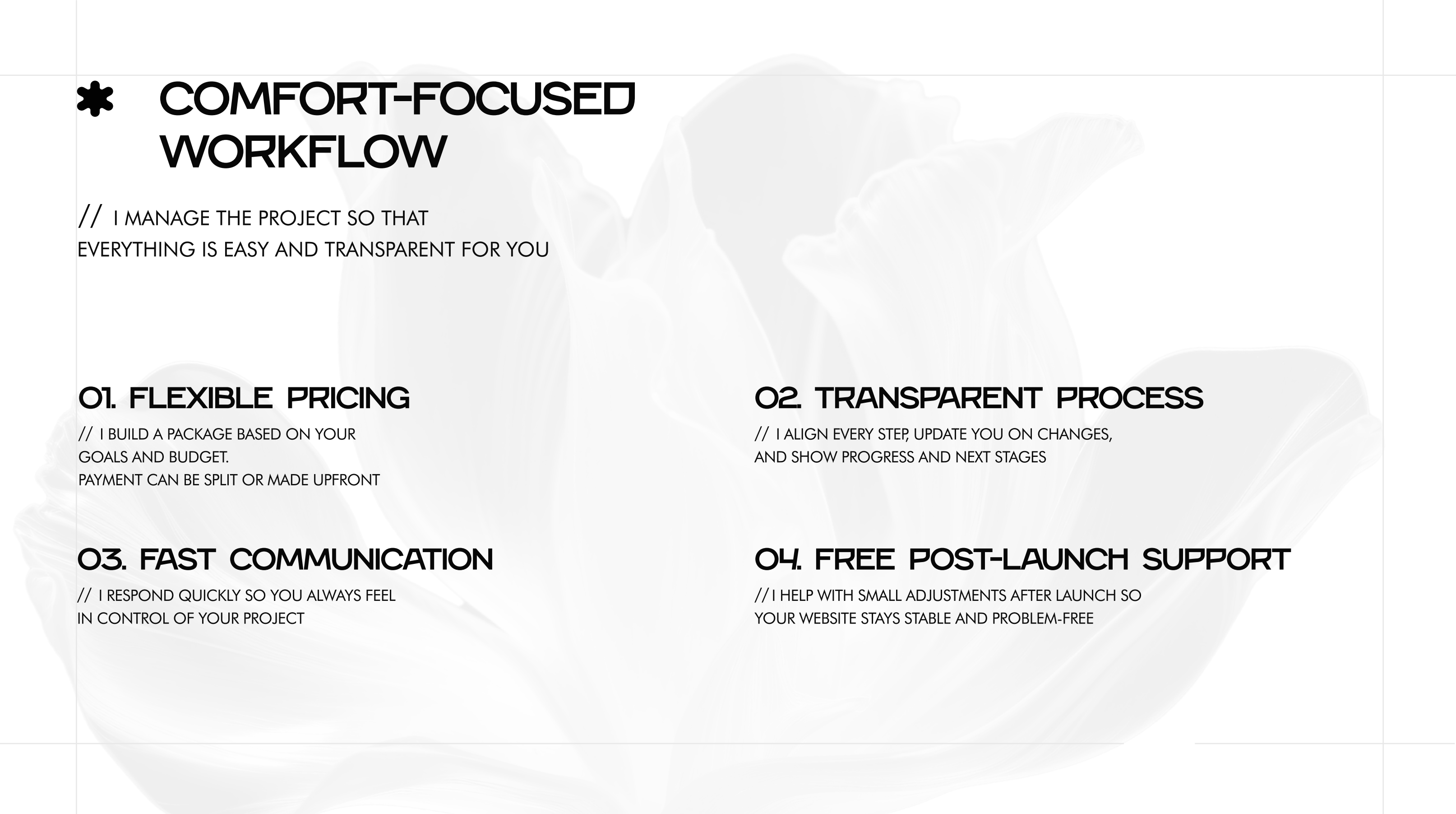
REDESIGN

// A complete upgrade of your current website

- Website analysis and audit
- Defining redesign goals and tasks
- UX and UI audit
- Content review and rethinking
- Structure and navigation redesign
- Updated UI and UX design
- Development or assembly
- Mobile adaptation
- Integrations if needed
- Testing

Timeline: from 15 business days

PRICE: FROM 700 \$



* COMFORT-FOCUSED WORKFLOW

// I MANAGE THE PROJECT SO THAT
EVERYTHING IS EASY AND TRANSPARENT FOR YOU

01. FLEXIBLE PRICING

// I BUILD A PACKAGE BASED ON YOUR
GOALS AND BUDGET.
PAYMENT CAN BE SPLIT OR MADE UPFRONT

03. FAST COMMUNICATION

// I RESPOND QUICKLY SO YOU ALWAYS FEEL
IN CONTROL OF YOUR PROJECT

02. TRANSPARENT PROCESS

// I ALIGN EVERY STEP, UPDATE YOU ON CHANGES,
AND SHOW PROGRESS AND NEXT STAGES

04. FREE POST-LAUNCH SUPPORT

// I HELP WITH SMALL ADJUSTMENTS AFTER LAUNCH SO
YOUR WEBSITE STAYS STABLE AND PROBLEM-FREE

POLIKIW

LET'S WORK TOGETHER

to discuss your project, contact me on
telegram, whatsapp, or facebook:

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