



AI AD CREATIVE · DTC BRANDS · META & TIKTOK

Olesia Arkharova

AI-made ads that feel real.

OLESIADSGN@GMAIL.COM

LINKEDIN.COM/IN/ARKHAROVAOA

@OLESIADSGN

REMOTE

ABOUT

For 7 years I've edited and designed performance ads for DTC brands in the US, UK, Europe and Australia. Now I make them with AI as well: virtual creators, product scenes and video. Then I edit them the way I always have, for the hook and the numbers.

EXPERIENCE

Video Editor, UGC & AI Ads · Point Guard Media

Jan 2026 – Present · Remote · performance creative agency for DTC brands

- Turn strategist briefs into native ads that feel like real TikToks
- ~20 briefs a month for 12 DTC brands in the US, Europe and Australia, 3–5 hooks each: UGC, TikTok letters, Netflix-style docs, founder ads
- AI production in Higgsfield: avatars and scenes with consistent characters, localized creatives for the UK, Canada and Germany, plus an AI mockumentary concept I pitched and got approved
- One of my ads became a winning format for a bedding brand and was scaled into 5+ new versions
- Use AI to speed up my workflow: Claude builds hook variations directly in my CapCut projects, so more versions go into testing

Performance Creative · Freelance

Mar 2019 – Present · Remote

- 20–30 static and motion variations a week for structured Meta A/B tests
- Hypothesis-driven hooks and visual angles for 2–4 brands at once
- Clients: WotNot, hey bud, Wrinkles Schminkles, Vitaliv, Pharah

Performance Creative Designer · Silly George → NexGel

Oct 2022 – Dec 2024 · Beauty brand, Australia · Remote

- Static, motion and video ads for Meta, TikTok and Pinterest
- Redesigned Amazon product pages to lift conversion
- Video and photo editing, packaging and brand content for almost 3 years

Graphic & Motion Designer · Tegra

Dec 2020 – Oct 2022

- Meta, Google and TikTok creatives and brand identities for DTC brands
- Shopify and Amazon product visuals built for conversion

WHAT CLIENTS SAY

“Not just a graphic designer, a true creative partner. Video edits for performance ads, a full Amazon listing refresh or a landing page: she brings both aesthetic polish and strategic thinking.”

Olga Mykhailovska, Creative Lead

RESULTS

+171.5%

ROAS · Age of Innocence

+166.6%

ROAS · Mr. Davis

6.75

ROAS, 3.4% CTR · best Pharah creative

7 yrs

editing performance ads

WHAT I MAKE

AI UGC creators

AI product scenes

Video ad edits

Motion ads

Statics

Hooks & captions

TOOLS

CapCut

Higgsfield

ElevenLabs

Premiere Pro

After Effects

Figma

Triple Whale

BRANDS

Silly George, Scanlan Theodore, hey bud, Vitaliv, Pharah, WotNot, Age of Innocence, Mr. Davis