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# ANASTASIA POSTOLATI

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• P O R T F O L I O •

# MY WORK

Ready, Set, Gorgeous!

Find time-savers for a routine that suits your schedule



### An On-the-Go Kit

1. It's all in the bag! Choose one that holds what you need without weighing you down.
2. Add full-size faves + travel sizes for of-the-moment musts.
3. Make hardworking multitaskers part of the mix.

## Pops of Color

*Pops of Color* was an idea drawn from the weekly competitive analyses and search reports that I performed during my internship at QVC. Many competitors offered customers to shop by color. Additionally, QVC customers have been constantly searching for colored jewelry on the website. I led this project by conducting research on the trending colors for Summer 2018 as well as compiling product listings for each of the 4 sections. I also collaborated with design and development teams to choose the featured images and properly link each segment to its corresponding page.

## Beauty To Go

*Beauty To Go* was created based on a high demand for compact beauty products that are able to provide quick and easy fixes. With many customers traveling over the summer months, QVC Beauty Team needed a web page dedicated to products that are TSA-friendly. I led this project by providing the execution teams with guidance on both design and content. By browsing through the site, I gathered a list of items suitable for the page. I also worked with the copyrighting and editing teams to compile the *An On-the-Go Kit* section to provide the customers with tips on packing a beauty bag for their next adventure.

Show Your True Colors

Revel in our spectrum of vibrant jewelry

### Eye-Catching Collections



Light Blue



Powder Pink



Mint Green



Coral Shades

Find Your Statement

Shop our curated collections for just-right designs that suit your style



### Beautifully Boho

Exude free-spirited flair with summery picks

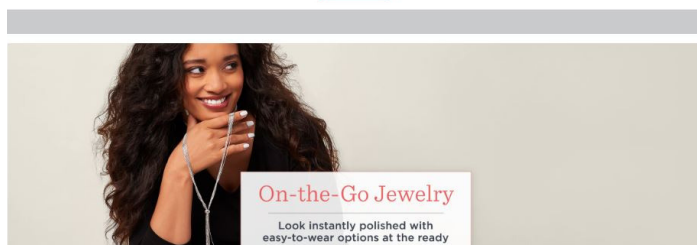
SHOP NOW



### Classic Styles

Put the spotlight on timeless jewelry staples

SHOP NOW



### On-the-Go Jewelry

Look instantly polished with easy-to-wear options at the ready

SHOP NOW

## Shop By Look

*Shop By Look* was a way to elaborate the *Jewelry Trends* section on the website and give the QVC customer a more experiential way to buy products.

I took charge of this initiative by researching popular jewelry styles and making a draft of what I imagined the page to look like. Then, I provided direction to the design and copyrighting teams on images and language that I wanted to use. The goal was to make this experience a more playful one, with editorial-like content.

Finally, I worked with the development team to create 7 additional pages that the images link to with the product listings which I put together for each section.

### Catching Our Eye



LOW-KEY TREASURES



DATE NIGHT DAZZLERS



FOR THE OFFICE



SIMPLE & SPORTY