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Performance Ad Creative
Designer

Conversion-focused ad creatives
for Meta & TikTok
Static • Short-form Video

About me

Performance-focused ad creative designer with a background in paid ads.

I create conversion-oriented creatives for Meta & TikTok, combining visual design with an understanding of targeting, hooks, and testing strategy.

What I Do

- Static ad creatives
 - Short-form video ads
 - Hook-based ad structures
- Direct response principles
 - A/B creative variations
 - Mobile-first design

Fashion Brand — Static Ad Creative



Goal: Drive first-order purchase conversion

Platform: Meta Ads (Feed & Reels placement)

Format: Static performance ad creative asset

Strategy:
Hook-driven visual,
Clear offer communication,
Mobile-first composition

Creative reasoning:

The hook taps into a common emotional trigger (“nothing to wear”), positioning the product as an effortless everyday solution. The clean layout, neutral tones, and clear CTA hierarchy for direct-response are optimised for fast mobile scanning and conversion-focused attention flow.

Offer-driven performance ad

Fashion Brand — Offer-Based Static Ad Creative

Goal: Drive first-order purchase conversion

Platform: Meta Ads (Feed & Reels placement)

Format: Static performance ad creative asset

Strategy:

- Offer-led visual hierarchy
- Strong discount anchoring (-10%)
- High-contrast CTA zone
- Mobile-first composition

Creative reasoning:

This creative is built around an offer-first structure, where the discount acts as the primary attention driver. The bold “NEW DROP” headline captures scroll-stopping curiosity, while the “-10% first order” incentive reduces purchase friction for new customers. The layout prioritizes fast mobile scanning with a strong CTA zone and clear visual hierarchy, optimized for direct-response conversion.

Fashion Brand — UGC-Style Short-Form Video Ad

Goal: Drive first-order purchase conversion

Platform: TikTok & Meta Reels

Format: Short-form UGC-style performance video ad

Strategy:

- Relatable scroll-stopping hook
- Native feed-style storytelling
- Problem–solution structure
- Lifestyle benefit visualization
- Offer integration
- Mobile-first pacing



Creative reasoning:

This video follows a native UGC-style structure designed to blend into feed content while maintaining a conversion-focused narrative. The relatable hook captures attention, the problem–solution progression builds emotional engagement, and lifestyle benefit visualization increases perceived value. Offer integration reinforces purchase intent, while pacing and framing are optimized for mobile-first short-form performance.

How I Approach Creative Testing

- Hook variation testing
- Offer positioning angles
- Visual format experiments
 - Message hierarchy tests
- Creative iteration framework

“My Goal: Creatives Built for Conversion ”