



## Svitlana Shayevich

This month, we are featuring [Svitlana Shayevich](#), one of our amazing Design Team members! Her cards are colorful, artistic, and unique! Let's learn more about her...

### **1. What motivated you to start making cards and begin stamping?**

First there was scrapbooking. I was looking for a way to conserve photos and memorabilia from my travels, found out about scrapbooking, then started making my first album. And since cardmaking is kind of a sibling of scrapbooking (they play with similar techniques, share tools and products), without knowing it I started making cards as well. My point is that initially I wasn't really motivated to start making cards, it just came along with scrapbooking.

But I made cards occasionally, and at the time I was into vintage and shabby, trying to tame layers ;) Stamping wasn't present in my cards at the time. Another thing that came to my life along with papercrafts was the crafty online community. I started reading many blogs and got to know many crafters from all around the world. On one blog I found out about the dynamic duo - Kristina Werner and Jennifer McGuire. I started watching them to learn more English (I just came to US then) and be inspired to create, even though their style was different from what I myself was into. One day, just for fun, I decided to try making a CAS card after watching so many videos. And then I made another one. I bought my first stamps and started stamping. I never came back to vintage and shabby since then.

**2. How did you fall in love with Altenew?**

Very simple. I saw the very first release showcased by Jennifer McGuire. Altenew's style perfectly fits my own. I love making elegant cards, and I love realistic designs. Altenew's products are all about elegance.

**3. You are a master of creating balance on your cards! Do you have a way of working out how you do this? Please share some tips on how you do this!**

To be honest I didn't realize that ;) Usually I do it without much thinking, just go with the flow. I have one trick that I use when I cannot decide what would be the best position of elements. I move things around and take photos with my phone for each version. Then I swipe photos on my phone, choosing which I like best. It's much easier to see this way.

Sometimes I use the advice I found online many years ago: if you feel that you want to add something - try removing something. I like working with non-white backgrounds. And sometimes I can have this feeling that something is wrong, but I cannot tell what exactly. In these cases, trimming a panel a quarter of inch from each side and mounting it onto a white card base helps a great deal.

**4. Do you have a specific style that you are comfortable with or like to stick to?**

I suffer from not actually having a style. Everyone has their own style, except me. My cards are very different. I like making both dramatic and soft, both quick and easy and complicated (taking hours to make). CAS (clean and simple) and CAL (clean and layered). One thing that is common for almost all my cards is that I usually implement a technique or two (I'm a technique junkie).

**5. Can you share a favorite card you made previously using Altenew products?**

It's tough ;) On one hand I'm very critical when it comes to my work. On the other - I love many cards made with Altenew products, as the products themselves are awesome. And it's hard to choose only one card. One of the recent cards I like very much is made using the amazing [Build-A-Flower: Chrysanthemum](#).



**6. This is just for fun! If you can choose only three crafting supplies for the rest of your life, what would you choose?**

Stamps, inks and good cardstock.