

mycardbook♥

Alina Oleksiienko

MyArtBook and MyCardBook

Alina Oleksiienko began her career in Ukraine as a journalist and published poet, with a background in Ukrainian language and literature. Almost a decade ago, she moved to Ireland, where a new chapter unfolded. Discovering a passion for digital marketing, Alina completed a Master's degree at Trinity College Dublin and later joined TikTok, beginning a promising corporate career. But the spark of creativity never left.

In 2022, Alina co-founded MyArtBook with Vlad Zhyvytskyi and Michael Saly. The idea was simple yet powerful: to transform children's artwork and keepsakes into beautifully designed, custom books. The business quickly gained traction with busy parents, earning media coverage from RTÉ and IMAGE, and a nomination for Business of the Year by The Family Edit.

Encouraged by the response, Alina joined the New Frontiers programme and expanded her vision. Listening to customer feedback, she launched MyCardBook, which debuted at the Wedding Show in the RDS to rave reviews. From wedding cards to baby, sympathy, and anniversary collections, MyCardBook is growing into a beloved service for preserving life's most meaningful moments.

Despite being self-funded, both brands have experienced steady organic growth, with clients from Ireland to Australia. MyCardBook was recently named a finalist in the Wedding Suppliers.ie National Industry Awards 2025 and the Let's Talk Wedding Awards 2025.

Looking ahead, Alina is focused on evolving her offering to meet customer needs: *"We want to help families capture memories, emotions and milestones - one keepsake book at a time."*

www.myartbook.ie and www.mycardbook.ie