

Anna  
Ponomareva

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## Senior Visual Designer

7+ years in brand and marketing design, specializing in campaign and e-commerce design at international scale. Known for end-to-end ownership, fast production systems, and hands-on AI integration into creative workflows.

### Experience

#### Polar Electro Senior Visual Designer

Led campaign design, e-commerce, social media design alongside retail activations across the full brand ecosystem. Redesigned the Amazon storefront across 17+ markets and built a localization workflow that cut production time by ~60%. Developed a visual identity for an editorial platform from scratch and independently art directed seasonal campaigns. Produced video and motion assets for paid media, and integrated AI tools into daily creative production. Mentored and onboarded external design team members into in-house workflows and brand standards.

Jan 2021 – Present, Finland

#### Flt Technology Oy & Ante Babić Open University Graphic Designer

Worked across brand design and visual communications in both agency and institutional contexts. Developing and proposing brand solutions for SME clients at Flt Technology and producing web and promotional materials for university communications at Ante Babić.

Jun 2018 – Nov 2020, Finland

### Skills

#### Design Tools

Figma  
Adobe Suite  
Smartly  
Vizcom  
LottieFiles  
Spline

#### AI Tools

Midjourney  
Flux  
Nano Banana  
ComfyUI

#### Design Skills

Campaign Design  
Brand & Visual Identity  
E-commerce Design  
Art Direction  
Print Design  
Motion Design  
Photography

### Education

#### Lapland University of Applied Sciences Bachelor of Business Information Technology

Sep 2015 – Apr 2019

### Contact

My portfolio at <https://annaponomareva.com/>  
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