

Anna
Ponomareva

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Senior
Designer

7+ years building brand and marketing design at international scale. From visual systems and guidelines to campaign leadership, activation and performance-driven iteration.

Experience

Polar Electro Senior Visual Designer

Stewarded brand consistency across 17+ markets, owning creative direction for campaign design, e-commerce, social media design and retail activations. Defined brand hierarchy across Polar's product lines and wrote guidelines for social media, PPC and Amazon. Defined visual direction across seasonal campaigns and made sure marketing materials stayed consistent across all touchpoints. Directed external creative partners including freelancers and photographers. Led the full Amazon storefront redesign, achieving ~40% traffic growth through A/B testing and ~60% reduction in production time through a new localization workflow. Developed a visual identity for an editorial platform from scratch. Produced video and motion assets for paid media and integrated AI tools into daily creative production.

Jan 2021 – Present, Finland

FIt Technology Oy & Ante Babić Open University Graphic Designer

Worked across brand design and visual communications in both agency and institutional contexts. Developed and proposed brand solutions for SME clients at FIt Technology and produced web and promotional materials for university communications at Ante Babić.

Jun 2018 – Nov 2020, Finland

Skills

Design Tools

Figma
Adobe Suite
After Effects
Smartly
LottieFiles
Spline

AI Tools

Midjourney
Vizcom
Krea
Kling
Higgsfield

Design Skills

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

Education

Lapland University of Applied Sciences Bachelor of Business Information Technology

Sep 2015 – Apr 2019

Contact

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