

ANNA POLETAEVA

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About

Multidisciplinary designer, art director, and editor at Vanna Collectif, based in Paris, with over seven years of experience and a diverse background across multiple fields. Seeking new professional challenges in a dynamic environment.

Key Skills

Design Systems ◦ Visual Identity (Branding) ◦ Design Strategy ◦ 360° Campaigns ◦ Graphic Design ◦ Print ◦ Digital Media ◦ Web Design ◦ UI Layouts ◦ UX Research ◦ User Interviews ◦ A/B Testing ◦ User Experience Optimization ◦ Cross-functional collaboration

Figma ◦ Adobe CC (Photoshop, Illustrator, InDesign) ◦ HTML / CSS ◦ PowerPoint ◦ Keynote ◦ Canva ◦ Google Docs ◦ Microsoft Office ◦ AI-powered design tools ◦ Notion

Professional Experience

2020 - 2023

[Netology](#),

EdTech, E-commerce

LEAD GRAPHIC DESIGNER

Creative direction and global branding

Development of advertising campaigns

Structuring of design processes

Development of application tools, such as a banner builder

Team management (recruitment, mentoring, planning)

Leading a team of 6 designers and supporting their professional growth

Client relations and production supervision

Production of various communication materials (print and digital)

Designed and implemented template systems for presentation

2018 - 2020

[Kupibilet](#),

Travel tech, E-commerce

GRAPHIC DESIGNER

Development of digital visual identity

Creation of illustrated content (emails, ads, social media) and landing pages

Establishment of a cohesive and impactful graphic style across all media

Partnered with marketing teams to align visuals with strategic goals and performance metrics

2015 - 2018

Petshop,

E-commerce

UI/UX DESIGNER

Design of interfaces and prototypes

Cross-team collaboration (product, tech, design)

Education

Master's in Contemporary Art and Human Sciences, 2025

Université Paris 8 Vincennes Saint-Denis, in partnership with INHA, ENSAD, ENSBA, France

French (C1), English (B2), Russian (Native)

