## CONTACTS

Serbia · remote
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Portfolio: gingerkumo.com
Instagram: @gingerkumo

## SKILLS

**Brand & communication**
branding, visual identity, communication design, brand guidelines, art direction
**Visual foundations**
typography, composition, visual hierarchy, color
**Digital & marketing**
ad creatives and banners, social media design, presentations, broadcast graphics, web design
**Illustration, motion, 3D**
illustration, mascots and characters, motion design, 3D modeling and sculpting
**Print**
packaging, prepress, production liaison

## TOOLS

Figma (components, auto-layout, templates), Photoshop, Illustrator, After Effects, Blender, Nomad Sculpt, AI image generation

## LANGUAGES

Russian — native
English — B1

## EDUCATION

**Bachelor of Design**
Yaroslavl State Pedagogical University named after K.D. Ushinsky
2017 — 2021

# Anastasiia Karelskaia

Brand & Communication Designer · Illustrator

## PROFILE

Multidisciplinary brand and communication designer with 5+ years of experience. I evolve brand visual systems and adapt them for digital, advertising, broadcast and print. Strong in typography and visual hierarchy; I work with illustration, motion, 3D and AI tools.

## EXPERIENCE

### Sports Media Production Designer
2025 — present

BB Tennis

- Evolve the brand's visual language across broadcast, digital and social: adapt the identity to new formats and propose new visual solutions
- Design data-heavy broadcast graphics — stats screens, match previews, lower thirds, overlays — with a clear visual hierarchy
- Create visual systems for studios and shows, from concept to template sets
- Deliver end-to-end podcast packages: logos, YouTube covers, thumbnails, video graphics
- Produce social media creatives and graphics daily, at high speed and under tight deadlines

### Graphic Designer
2023 — 2025

Doctor Slon

- Ensured brand consistency across all channels, from print to digital
- Led advertising communications: banners, posters, digital creatives, social media graphics
- Created event identities and visual concepts for internal projects
- Designed presentations, catalogs and marketing materials, adapting the style to different needs
- Designed packaging, POS materials and printed collateral
- Prepared print-ready files and handled quality control

### Brand Designer
2021 — 2023

Cosmetics Manufacturer

- Designed labels and packaging for cosmetic products
- Maintained a consistent visual style across the company's brand portfolio
- Created catalogs, advertising and print materials
- Designed banners and social media content
- Handled product photography and retouching
- Prepared print-ready artwork and liaised with production

### Freelance Designer
2020 — present

Remote

- Develop identities for YouTube channels and digital projects: logo, visual style, templates
- Create mascots, brand characters and illustrations
- Use AI in production: character, environment and location generation, AI animation, concept art, moodboards
- Design graphics for social media, media and entertainment projects
- Adapt visual language to different audiences, styles and formats