ANASTASIA KARELSKAYA

DIGITAL DESIGNER / ILLUSTRATOR

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SUMMARY

Multidisciplinary Designer with 5+ years of experience in branding, digital content, and visual communications. Specialized in creating graphics for brands, visual identity, illustration, and social media content. Experienced in fast-paced production workflows, scalable design systems, and AI-assisted creative development.

PROFESSIONAL EXPERIENCE

Brand Designer 2021 — 2023
Cosmetics Manufacturing Company

- Developed label and packaging designs for cosmetic products
- Prepared print-ready files and collaborated with production teams
- Designed catalogs, promotional materials, and printed assets
- Created banners and graphic content for social media
- Worked with product photography and photo retouching
- Maintained consistent visual identity across the company's brands

Graphic Designer 2023 — 2025
Doctor Slon

- Maintained and controlled the company's visual identity across all design materials
- Designed packaging, POS materials, and printed products
- Created banners, posters, and social media graphics
- Developed event branding and visual concepts for internal company projects
- Designed catalogs, presentations, and marketing materials
- Prepared print-ready files and ensured visual quality consistency

Sports Production Designer 2025 — Present
BB Tennis

- Developed graphics for tennis broadcasts and media content
- Created: statistics screens, match previews, lower thirds and graphic overlays, visual systems for studios and shows
- Designed graphics packages for podcasts, including: logos, YouTube covers, thumbnails, in-video graphics
- Worked in fast-paced production environments with tight deadlines
- Maintained consistent visual style across sports and media projects

Freelance Designer 2020 — Present
Remote

- Developed visual identities for YouTube channels and digital projects
- Created logos, illustrations, and visual concepts
- Designed mascots and brand characters
- Worked with AI tools for: character generation, environment generation, AI animation, concept art creation
- Created graphics for social media, media projects, and entertainment content
- Adapted visual solutions to different styles, audiences, and content formats

EDUCATION

Yaroslavl State Pedagogical University named after K.D. Ushinsky
2017 — 2021
Bachelor's Degree in Design

SKILLS

Branding, Visual Identity, Packaging Design, Broadcast Graphics, Social Media Design, Website Layout Design, Typography, Illustration, Figma, Adobe Photoshop, Adobe Illustrator, After Effects, Blender, Nomad Sculpt, AI-assisted Workflow, Art Direction, Print Preparation