



# Anastasiya Guziy

Brand & Web Designer with over six years of professional experience, a strong background in Applied Arts, and a passion for Social Research.

## Work Experience

Nov 2023  
iComms conference

### Workshop Facilitator

3h workshop on creating immersive graphics with the power of AI

Apr 2021-Current  
Double Brand Agency  
(Poznań, Poland)

### Senior Graphic & Web Designer

Graphic Support for Internal and External Communication (key clients: Żabka Poland, InPost, InPost Fresh, Pepco, Imperial Tobacco, Kompania Piwowarska, etc.)

- Animated promotional and informational materials to enhance visual storytelling
- Designed wireframes and responsive websites ([portowo.pl](#) | [liberte33.pl](#) | [inpost.pl/fulfillment](#))
- Provided mentorship and reviewed the work of junior designers
- Developed and implemented key visuals in alignment with Corporate Identity (CI) guidelines
- Designed B2B, B2C, and internal communication materials, including newsletters and banners
- Created illustrations and designs for apparel and merchandise
- Conducted client meetings to present and discuss design concepts
- Designed, launched and managed updates for the agency website, Behance, and LinkedIn accounts ([doublebrand.pl](#))

Jul 2018-Current  
Freelance

### Brand & Web Designer

- Communicated with clients to understand and address their design needs and preferences
- Created hand-drawn illustrated logos and patterns for diverse design applications
- Conducted UX-research, created personas and user-flows to improve website conversion
- Designed and redesigned websites using Wix and WordPress ([kota-app.com](#) | [pinkdooriental.com](#))
- Developed mood boards for brand and web design projects to establish a cohesive visual direction
- Conducted verbal and written briefings and communicated feedback to junior designers
- Designed UI for mobile apps, developed design systems, and provided documentation for developer collaboration

Jul 2018-Mar 2021  
Cromatique  
Creative Agency  
(Poznań, Poland)

### Graphic & Web Designer

Graphic Support for the Ongoing Marketing Campaigns (key clients: Hochland Poland, Poznan City Hall, ROCHE, Accu-Chek, Coty, Klosterfrau)

- Prepared source files for animation for commercials and social media, briefed motion designers
- Designed websites and facilitated communication with web developers
- Prepared files for print production across all scales (posters, billboards, leaflets, POS materials, packaging, etc.)
- Specialized in hand-drawn and isometric illustrations
- Supported strategists with designs for 360 campaigns
- Collaborated with copywriters on campaign ideas and visuals
- Developed mood boards and story boards for film and photoshoots, supervised a commercial photoshoot

Oct 2017-Jun 2018  
punk team  
(Poznań, Poland)

### Graphic & Social Media Designer

- Created and tested wireframes to optimize user experience and interface design
- Designed user interfaces (UI) and user-flow animations
- Improved pitch presentations
- Established and maintained a dynamic social media calendar
- Built newsletters using the FreshMail Newsletter tool

For full employment history see [LinkedIn](#) ↗

## Education

### Bachelor's in Communication Design

Oct 2014 - Feb 2018 | School of Form (Poznań, Poland)

## Skills

Figma, FigJam, Adobe CC (Photoshop, Illustrator, InDesign, After Effects, Premiere, Bridge, Acrobat), MS PowerPoint

## Languages

English (Fluent), Swedish (SFI D), Polish (Fluent), Russian (Native), Ukrainian (Native), Spanish (Intermediate)

## References

Asia Kaźmierczak (Art Director): [hello@mynameis.asia](mailto:hello@mynameis.asia)  
Zuzanna Andrzejewska (Account Director): [zuzanna@doublebrand.pl](mailto:zuzanna@doublebrand.pl)