

# ANASTASIIA LUNOVA

I'm a curious and open-minded person who loves designing brands and getting new experiences.

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## EXPERIENCE

### FREELANCE GRAPHIC DESIGNER (2021 | PRESENT)

My specialization is a brand identity and visual communication. My experience in a marketing helps me to understand the market and create brands that will work. Here are my cases:

- rebrand of CineStar cinema chain;
- gel polish brand Grey Owl;
- gel polish line Salon Effect;
- care cosmetics brand Beyond.

### E.MI - INTERNATIONAL, PRAGUE, CZECH REPUBLIC

It's the brand of all manicure stuff for professionals. The company is based in the Czech Republic and has its own manufacturing. For eight years, the company has developed its distribution in 30 countries.

#### Marketing Manager (2019.10 | present)

- market analysis
- emerging opportunities definition
- drawing up algorithms for new products launching
- promotional strategy development

#### Junior Marketing Manager (2018.10 | 2019.10)

- organization a company participation in the Professional Beauty London exhibition
- management of corporate events (in Spain, UK, Israel, Russia, Czech Republic)
- backstage coordination at London Fashion Week 2019
- organization of International Congress: program preparation, event moderation

#### Assistant in Marketing Department (2018.05 | 2018.10)

- POS-materials development
- creation of a competitor database
- creation and moderation of database of all brand and products materials for distributors

## EDUCATION

### University of Creative Communication, Prague (2020 | present)

Faculty of Visual Creation,  
Graphic and Media Design

### Czech Technical University, Prague (2013 | 2017)

Faculty of Electrical Engineering,  
Software Technologies and Management,  
Web & Multimedia; Software Engineering

## SKILLS

Fast learner  
Creative  
Multitasking  
Analytical skills  
Strategic mindset  
Stress-resistant

## TOOLS

Adobe InDesign	●●●●○
Adobe Illustrator	●●●○○
Adobe Photoshop	●●●○○
Adobe Dimension	●●●○○
Figma	●●●●○
Tilda	●●●●○

## LANGUAGES

Ukrainian (Native)  
English (Intermediate)  
Czech (Intermediate)  
French (Beginner)  
Russian (Native)