ANTONINA POTANINA

GRAPHIC DESIGN & FINE ART

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Personal Statement

Innovative conceptualist with a visionary design perspective. Energetic, enthusiastic, experienced and excellent communicator. Seeks new challenges and strives to work in the heart of the creative industry. Eager to bring her skills to the team as well as learn from others.

Education

Laguna College of Art & Design
August 2004 - May 2008 Laguna Beach, CA USA
Bachelor of Fine Arts - Illustration
Minor in Graphic Design
» Honor of Academic Excellence - Cum Laude

Universidad de Palermo
August 2014 - December 2014 Buenos Aires, Argentina
» Post Graduate in Photography of Architecture and Urban Spaces

Fluent in written and spoken Russian (native) & English.
Currently mastering spanish in Buenos Aires, Argentina.

Skills

PROFICIENT IN

Ai Ps Id Fl W P

TECHNICAL EXPERTISE

» Brand Identity Design » Logo Design » Marketing Campaigns » Web Design » UI/UX » Corporate Presentations » Advertisement Design » Newsletters » Packaging Design » Technical Illustrations » Brochures & Flyers

TRADITIONAL MEDIUMS

» Oils » Pastels » Pen & Ink » Gouche » Acrylic » Colored Pencils » Watercolor

Freelance

Freelance portfolio includes projects in brand identity design and web design realm, as well as painting commissions, wedding stationary design, and point-of-sale marketing materials.

SELECT CLIENTS

» Lextre » BimBasket » Skolkovo » Mikhail Kravchenko » 5ounces.co.za » iNeedPhoto » ImaGroup » SemiPhoton, Inc » Rubix Research Group » Tank Theory

Experience

ZEPTOLAB
www.zeptolab.com
October 2012 – January 2015 Moscow, RU
Lead Marketing Designer (remote position)
» Defined and optimized design processes.
» Developed marketing strategy and creative pitching.
» Generated clear and smart solutions to turn challenges around.
» Prepared press kits and supplied PR Agencies with necessary visuals and design elements to support the company brand.
» Created point of sale marketing materials.
» Generated concept design for all potential partnerships and cross-promotion campaigns.
» Developed launch campaigns and all design support required for a successful launch of a new product or game release.

ROCKET INTERNET: e-commerce
www.5rooms.com
March 2012 – October 2012 Cape Town, SA
Creative Director
» Built a strong brand identity which included: logo design, business cards, letterheads, newsletter templates, packaging and a baseline for an overall cohesive presentation of the brand.
» Led all advertising campaigns.
» Optimized website design to increase the user usability.
» Directed all design processes for visual communication & marketing of the 5rooms.com brand.

www.zando.co.za
Novemer 2011 - March 2012 Cape Town, SA
Graphic Design Department Manager
» Oversaw all design processes for online and offline marketing.
» Recruited a creative team and built the first and largest online footwear and accessories store in South Africa.
» Monitored the performance of the team, ensured to always stay true to the corporate style of the Zando.co.za brand.
» Created online display advertisements, website banners, and print media advertisements.

www.lamoda.ru
December 2010 - October 2011 Moscow, RU
Lead Graphic Designer
» Led the design department for the largest online clothing, footwear & accessories store in Russia.
» Defined and optimized design processes.
» Developed marketing strategy.

CLASSIC GRAPHICS
www.classicgraphicsdigitalart.com
March 2009 - September 2010 Newark, CA
Graphic Designer
» Created vehicle branding designs and quality innovative layouts for a wide range of businesses.
» Managed all production operations in large format digital printing.
» Prioritized tasks to meet deadlines in a fast paced environment.
» Set print specifications, color managed and provided preventive maintenance for wide format printers.

Fun fact:
Average units of tea consumed per day