

Anna Dmitrieva

Art Director | Brand Designer

Berlin, Germany

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Summary

Art Director & Brand Designer with 10+ years of international experience across Europe, the UK, the USA, and Russia. I work with brands on a full spectrum of tasks — from defining their strategic foundation to shaping visual identity, building design systems, and developing campaigns that feel consistent and meaningful.

I've led creative teams, supported early-stage startups, and collaborated with established companies, helping them strengthen their positioning and communicate with clarity and confidence. My approach blends strategic thinking with thoughtful art direction and precise execution. I focus on creating visual languages that are honest, recognizable, and built to grow with the brand.

Experienced in evaluating AI-generated imagery with focus on composition logic, lighting realism, visual coherence, and stylistic consistency.

Skills

Art Direction & Creative Leadership · Brand Identity Development & Visual Ecosystems · Campaign Concepting (Digital, Print, OOH) · Multichannel Creative Storytelling · UX/UI & Digital Product Design · Design Systems & Scalable Component Libraries · Creative Strategy, Brand Audits & Competitor Analysis · Cross-functional Collaboration with Product, Marketing & Engineering · Team Mentorship & Creative Review · Motion, Interactive & Narrative Design · Prototyping (Hi-fi / Motion / Interactive) · Client Communication & Creative Presentations · Visual Production for Social, Paid Media & Digital Assets · Photography/Video Direction for Campaigns & Lookbooks · Apparel, Packaging & Print Design Fundamentals

Software proficiency

Figma · Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, Premier Pro) · Webflow · HTML/CSS · Google Workspace · Microsoft Office · Sketch · Principle · Jira · Slack · Miro · Notion

AI-expertise

ComfyUI · Krea · Midjourney · Adobe Firefly · Recraft · Claude · ChatGPT · Midjourney · other generative & automation tools for design and content pipelines · Structured prompt development · AI image output evaluation & critique

Languages

English C1 · German B2 · Russian (native)

Work Experience

[Samolet Group](#) — *Art Director*

Berlin | Jun 2023 – Present

- Directed a multidisciplinary design team (20+ creatives), delivering cohesive visual strategies and brand guidelines that strengthened the company's positioning in the real estate market and improved brand recognition across key regions.
- Led the development of AI-generated visual frameworks for nationwide campaign production, including structured prompt systems and output quality control.

- Launched large-scale 360° campaigns across digital, print, and outdoor media, contributing to a 25–35% increase in brand visibility (based on campaign reach, engagement, and media coverage).
- Built and mentored a design team, implementing new creative workflows that reduced production time by ~20% and improved consistency and quality across deliverables.
- Developed comprehensive brand manuals and style guides that ensured 100% alignment across all communication channels, reducing revisions and speeding up cross-departmental approvals.
- Contributed to a significant improvement in brand recognition, helping move the company from 2nd place in 2023 to 1st place in 2025 within its market segment.

MEDWING — *Brand Designer*

Berlin | Apr 2022 – May 2023

- Refreshed and strengthened MEDWING's brand identity, helping position the company as a modern, trusted healthcare staffing platform in the European market.
- Developed cross-channel marketing campaigns for digital, print, and employer-branding initiatives, enhancing the company's communication and visual consistency.
- Created and standardized brand templates, visual systems, and asset libraries, enabling scalable and cohesive communication across teams and touchpoints.
- Collaborated closely with marketing, product, and content teams to ensure visual alignment with MEDWING's brand strategy and messaging.

Algorithmics Global — *Marketing Brand Designer*

Moscow | Oct 2019 – Mar 2022

- Designed visually engaging campaigns to promote programming courses, increasing enrollment by 25%.
- Streamlined branding across international markets to ensure a consistent and culturally relevant visual identity.
- Created comprehensive design systems, improving efficiency and scalability for global teams.
- Enhanced digital marketing performance by aligning creative assets with strategic business goals.

F/Agency — *Brand Designer*

Moscow | Oct 2018 – Oct 2019

- Worked across branding, graphic design, and digital communication, creating visual identities, web layouts, social media content, and printed materials for a range of clients.
- Supported art directors in developing brand concepts and executing design solutions across multiple formats.
- Contributed to day-to-day production tasks, ensuring consistent visual quality and timely delivery of creative assets.

GQ Magazine — *Graphic Designer*

Moscow | Dec 2017 – Sep 2018

- Designed and laid out editorial pages for the print magazine, ensuring high visual standards and alignment with GQ's style.
- Retouched and prepared photography for publication, working closely with editors and photographers.
- Created visual concepts and collage compositions for upcoming shoots, supporting the art team in developing creative directions.

Grey Group — *Graphic Designer (Internship)*

London | Sep 2017 – Nov 2017

- Assisted the creative team in producing visual assets for campaigns, presentations, and client pitches.
- Supported senior designers with layout, typography, and adaptation of key visuals across formats.
- Contributed to day-to-day design tasks, gaining experience in agency workflows and cross-team collaboration.

Freelance Art Director & Brand Designer

Worldwide | 2017 – Present

- Developed brand identities, visual systems, and campaign concepts across fashion, tech, and education.
- Directed creative concepts, presentations, and art direction for digital and print projects.
- Collaborated with international teams and provided design mentorship during production.

Selected Clients: Lamborghini, Forbes, PANGAIA, TEEKANNE, Russian pochta, Yandex.

Awards

Indigo Awards (Tokyo) • D&AD (London) • ADCR (Moscow) • TISDC (Taipei) • CIDB III (Jinan) • HGDF (Haapsalu) • Biennial of Graphic Design Le Signe (Chaumont) • Typomania (Moscow, shortlist) • BICS (Mexico)

Publications

Brand Magazine №35, Hong Kong (2018)

Exhibitions

Nike Box (Moscow) • Manezh Exhibition Complex (Moscow) • Typomania (Moscow) • Telling Stories Fest (Moscow) • Biennial of Graphic Design (Ekaterinburg)