

Marina Popova

*/ Visual Story Teller
/ Efficiency Enhancer
/ People Builder*

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WORK

Wag! Labs / Visual Designer / 7.18 -12.19 (Mountain View)

Led the creative strategy behind Wag!'s first internal communication platform. Projects included: mission and values style guide, rewards and recognition program, new hire on-boarding, branded company events, and leadership development presentations. Results drove a 5+% increase in leadership favor-ability among employees.

Collaborated with product designers to enhance app UI, brand iconography, color palette, and typography.

Partnered with Marketing to launch Wag! Tag campaign, updated Apple preview screens, and designed several new landing pages.

Developed an efficient branded system for partnership launches.

Ampersand / Designer / 6.17 -11.17 (Los Gatos)

Developed company website, iconography, posters, landing pages, and other marketing collateral.

Partnered with product designers in user testing, and UX/UI exploration for the app.

Shutterfly Inc. / Sr. Graphic Designer / 6.11 -9.16 (Santa Clara)

Art-directed and developed the product marketing design strategy for Wedding Paper Divas (Shutterfly's sub-brand) consisting of comprehensive e-mail drip, and seasonal sale campaigns.

Pitched concepts for the overall WPD brand redesign — a huge collaborative initiative that took a year of working outside of daily to-do's.

Managed a junior designer.

KPMG / Sr. Graphic Designer / 6.10 - 6.11 (Mountain View)

Developed print collateral for multiple accounts including: One Kings Lane, Kaiser Foundation and Citigroup.

Balanced corporate brand guidelines with elevating the overall design.

Roger CPA Review / Graphic Designer / 7.08 - 8.09 (San Francisco)

Led company brand redesign and supported multiple marketing material in a small team environment.

Managed vendor relationships and ongoing brand-promoting projects.

For the full report, head over to my [LinkedIn](#) profile. Reference available upon request.

SKILLS

Photoshop CC, Illustrator CC, InDesign CC, Xd CC, Sketch, Webflow, InVision, Keynote, Procreate, Brand System, Brand Vision, Concept Direction, Product Marketing Campaigns, Communication Design, Typography, Photography, Responsive Design, Logos, Landing Pages, User Interface, Illustration, Print

INTERESTS

Cycling, Hiking, Traveling, Reading, Self Growth, Human Rights, Animal Welfare Advocacy, Mental Health Awareness, Friends, Family, Fitness, Nature