

# Marina Popova

/ Visual Story Teller

/ People Builder

/ Efficiency Driver

C 408 910 4553

E.mvp1784@gmail.com

W.marinapopova.design

## WORK

### *Rocket Lawyer / Brand Designer / 9.20 - Current (Remote—SF)*

**Led** the revamp of Group Legal Benefits—an employer-sponsored legal benefit, used by top companies like Pinterest, DocuSign, Zendesk and Okta—generating over \$10m in annual revenue. Projects include revamp of landing page, presentation decks, social media ad campaigns, and promotional marketing pieces.

**Led** monthly newsletter and single focused email campaigns.

**Partnered** with product designers to align on design system for both marketing and mobile needs.

**Worked closely** with brand lead on homepage redesign, along with other brand exploration projects.

**Ensured** brand guidelines were followed across the company to maintain brand integrity.

**Created** DASA (like NASA, but better)—a collaborative Slack channel for designers across different countries and states to stay connected, share work, engage in feedback and camaraderie.

**Led** the self initiated “Birthday Committee”. Leading the effort resulted in 100% lift in designer engagement, happy mood, and inclusivity.

### *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.

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

## SKILLS

Figma, Sketch, Photoshop CC, Illustrator CC, InDesign CC, Webflow, InVision, Keynote, Procreate.

Product Marketing Campaigns, Communication Design, Typography, Photography, Brand System, Brand Vision, Concept Direction, Responsive Design, Logos, Landing Pages, User Interface, Illustration, Print, Management