

ANYA PETROVA

www.apetrova.com | petrova.design@gmail.com | (415) 866-7801

15 years of experience in design, media, and digital product with hands-on knowledge of multimedia technologies & tools. Expert understanding of modern trends in visual design and UX. Strong leadership, communication, and strategic planning skills. Self-motivated startup founder with developed product design and product management skills. Experience managing interdisciplinary teams, navigating complexities and leading projects to success.

EXPERIENCE

Cherrybox (www.cherrybox.io)

San Francisco, CA
Feb 2015 - Dec 2016

Founder, CEO (focus: Product Design, Product Management, Creative Direction, UX & UI)

Built and launched a startup from a ground up. Managed the production of a platform, art directed brand development, Designed and researched UX and UI, analyzed and optimized conversion. Managed a team of developers and designers and each product release. Optimized marketing and user acquisition funnels.

Analogix Semiconductor

Santa Clara, CA
Sep 2014 - May 2016

Sr. Designer

Produced all marketing and design collateral for two corporate brands. Designed 4 trade show booths, including 2 for CES2015 and CES2016. Researched, Wireframed, Designed, Coded, Tested, Optimized a product landing page: <http://www.nanoconsole.com/> Web Master for two corporate websites.

IGIGI, Inc.

San Francisco, CA
Sep 2013 - May 2014

Sr. Designer

Conceptualized and designed seasonal lookbooks and promotional campaigns. Produced all design and marketing collateral. Consulted on and re-designed website UX & UI.

AktionLabs, Inc

Boulder, CO
May 2012 - Sep 2012

Web Designer

Designed and developed templates for WP and Drupal websites.

Majestic Designs Studio

New York, NY
Sep 2005 - May 2007

Project Manager & Art Director (Web Production)

Managed production of websites for studio's clients; Communicated with a client, managed a production flow, tested and launched products. Managed a team of developers and designers.

Jera Systems, Inc

Moscow, RUSSIA
Jan 2003 - May 2004

UX & UI Designer

Built and designed multiple websites. Consulted on UX and UI of products.

Artus, Inc.

Moscow, RUSSIA
Apr 2001 - Dec 2002

Web, UX, UI Designer

Designed Websites, UI and Brand Identities. Researched and optimized UX of products.

EDUCATION

Maharishi University of Management
2009 - 2011

BA, Media and Communications.

Strayer University
2011 - 2013

BS, Economics

SKILLS

STRONG: Product Design, UX & UI

STRONG: Creative Direction, Brand Development, and Media Production.

STRONG: Product Management, Strategic Thinking, cross-functional team management, lean startups.

EXPERIENCE IN: User Acquisition & Retention, Growth Hacking, Marketing, and Gamification.

EXPERIENCE IN: Data collection, Analytics, Optimization and A/B testing.

EXPERIENCE IN: Programming, Algorithms, Machine Learning, Mathematical Modeling.

PAST FOCUS: Full-stack web development: PHP/MySQL, CSS3, HTML5, JavaScript.

PAST FOCUS: Video Editing and Production (FinalCut & Premier).

Tools I love to use: Full Adobe Suite (CC), Sketch, Framer, HEAP, Hotjar, Optimizely, Campaign Monitor, Mailchimp, InVision, GitHub, Bitbucket, Airtable, Slack, Drip, Grammarly and many others.

CONTACT

petrova.design@gmail.com

(415) 866-7801

<http://www.apetrova.com>

<https://www.linkedin.com/in/anyapetrova>