

ANNA PONOMARENKO

Senior Brand Systems & UX/UI Designer | CPG, Wellness & Digital Health

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100% Remote (CET) | Strategic US/EST Core Hours Availability

PROFILE

Highly autonomous Senior Brand Systems & UX/UI Designer with 15+ years of international experience, specializing in the intersection of Brand Identity, Packaging, Print & Digital Design.

Proven track record of delivering strategic, conversion-driven design solutions for CPG, Wellness, and HealthTech brands - from packaging that became Amazon US Bestsellers to digital wellness platforms improving patient engagement.

EXPERTISE

Brand & Packaging Design

- Full-cycle Packaging Design (concept → print production)
- Brand Identity Systems and Visual Guidelines
- Label & Product Series Design for CPG / Wellness / Beauty

Print & Exhibition Design

- Trade show & retail materials (roll-ups, flyers, brochures, catalogues)
- Corporate & investor presentations (PowerPoint / PDF / digital)
- Event branding, booth visuals, and POS materials
- Print production coordination (EU / US standards, CMYK / Pantone)

Digital & UX/UI Design

- Marketing websites & landing pages (WordPress / Figma)
- UX/UI for wellness & e-commerce products
- Design systems, prototyping, and accessibility (WCAG 2.1)

KEY PROJECTS

- **Mona Brands & Lumiviva** - Full packaging and brand systems for CPG wellness products, leading to Amazon Bestseller recognition.
- **MamaMind** - Digital wellness platform for mothers, designed with WCAG 2.1 compliance and AI integration.
- **Artwork Gallery Magazine** - Founder and Art Director of a print and digital magazine (10 issues, 100+ interviews, +20% sales).

TOOLS & SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign) | Figma | Miro | WordPress | Print Production | UX Strategy | Agile | Cross-team Collaboration

EDUCATION & CERTIFICATIONS

- [Google UX Design Professional Certificate](#) - Coursera | 2025
- Digital Health Specialization (In Progress) | Imperial College London
- [Fundamentals of Graphic Design](#) - California Institute of the Arts, Coursera
- Fine Arts Studies | National Academy of Fine Arts and Architecture, Kyiv.

LANGUAGES

English (C1), German (B2 in progress), Russian & Ukrainian (native)