



# Hello!

## I'm a **Digital Designer**

KYIV | UKRAINE

ANNICHEVA@GMAIL.COM

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## About

My name is Anastasia Gorodetska, I'm a Digital Designer from Kiev, Ukraine. Usually, I work for on online and offline ad campaigns, websites and mobile apps. I've worked with high-profiling Advertising Agencies for last 6 years and I have a unique experience about careful branding planning and design, how to work with F500 companies and well-known organizations.

Currently I'm working as **Digital Art Director** at an advertising agency. I'm working Judge in AWWWARDS /2017-2019/.

## Education

### GRAPHIC DESIGN

Kharkiv State Academy of Design and Fine Arts

## My mission:

Create unique, professional and beautiful design solutions

01 | 10+ years of web design experience

02 | 5 years of UX design experience

03 | High-quality icons, storyboards and illustrations

04 | Corporate brand books, logotypes and identities

05 | Design of mobile applications

06 | Retina-support (ultra-sharp graphics)

07 | Adaptation of client materials for digital advertising campaigns

08 | Design of interactive presentations and SMM, landing page

09 | Choosing visual style of the project

10 | Vector, pixel and hand-drawing artwork

# I've worked for

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UNICEF, Peugeot, Philip Morris, Unilever/Rexona, Dove, Axe, Radox, Domestos/, Bel Group, Coca-Cola, Vodafone, Samsung, Lenovo, Mitsubishi Motors, Continental, BPN Paribas, Hennessy, Kyivstar and more.

## Awards

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### Effie Awards Ukraine **BRONZE**

New technologies and/or Media innovation Rexona "Match'n'Catch" / 2015



### Best Marketing Innovations **GOLD**

Rexona "Match'n'Catch" App / 2015



### Propeller Digital **GOLD**

Unique UGC-project at Facebook that shows employee structure of the whole advertising market of Ukraine. Every visitor could add his company, where he works, adds himself, as an employee of the agency, invite / 2014



### Effie Awards Ukraine **BRONZE**

The Effie Awards rewards the most successful advertising campaigns, conducted at the Ukrainian market, it supports and assists the increase of advertising role, effective use of marketing's resources / 2013



### Effie Awards Ukraine **GOLD**

Effie Awards - it is the unique award, which acknowledges all disciplines - creativity, marketing and account, researches and MASS-MEDIA. All of it helps to create an effective advertising campaign / 2013

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