

ANYA PETROVA

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I have 15 years of experience in digital media and product with hands-on knowledge of multimedia technologies & tools. I have successfully launched a startup as a solo-founder. My strongest skills are in Product Design, Branding, strategy, and implementation. During recent years, I have been shifting my focus to the fields of emerging technologies: AI, Data Science, and Blockchain. Currently, I am studying DS and Blockchain development and looking for opportunities in these fields as an independent consultant for product design and strategy roles.

EXPERIENCE

Digital Product Consultant

Jan 2013 - Present

Independent Consultant

Product Design, Branding, UX/UI, strategy and implementation.

ROI•DNA

San Francisco, CA
Mar 2017 - Jun 2017

Associate Creative Director

Creative direction of media projects for various clients. Manage designers and ensure high quality and standards of all creative assets.

Cherrybox (www.cherrybox.io)

San Francisco, CA
Feb 2015 - Dec 2016

Founder (Product Design, Head of Design)

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 (Web & Product)

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. Managed a team of developers and designers.

Jera Systems, Inc

Moscow, RUSSIA
Jan 2003 - May 2004

Artus, Inc.

Moscow, RUSSIA
Apr 2001 - Dec 2002

EDUCATION**Maharishi University of Management**

2009 - 2011

Strayer University

2011 - 2013

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.

CURRENT FOCUS: Data Science, Algorithms, Blockchain, Mathematical Modeling.

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

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

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.

Web Developer

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

Web, UX, UI Designer

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

BA, Media and Communications.

BS, Economics

CONTACT

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