Anastasiya Shakun

Brand Designer

Warsaw, Poland

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Profile

Brand designer with 5+ years of experience and 50+ projects for 25+ brands across 20+ industries, from fintech and cars to beauty, flowers and festivals. I build brands end to end: strategy and visual identity, packaging, websites and the marketing campaigns that bring a brand to market and make it sell.

A technical education in telecommunications and a degree in Design in Business shape how I work: I connect business goals with clear visual systems, and every visual decision has a reason.

Experience

2022 – NOW

YUSR

Sep 2025 – Present

Fintech, UAE · Remote

Marketing & Design Executive · Apr 2026 – Present

Sole designer at Yusr Group, an international fintech, for its UAE brands Yusr Rent and Yusr Capital. I lead marketing design and keep the brand consistent across every channel.

IMPACT

- **Yusr Rent:** 20,000+ financing requests and 350+ deals in 7 months; the cost of winning a customer fell **9×**.
- **Yusr Capital:** 300+ qualified applications in 3 months; the cost per application fell **4×**, to about $1.

PERFORMANCE & SOCIAL

- Design **performance creatives in English and Arabic** for Instagram, Facebook and Google: video, static and story ads, tested and scaled by results.
- Run the **social media look**: posts, stories and templates that keep the brand consistent.
- Designed the **WhatsApp qualification bot** for Yusr Capital in respond.io, handing qualified merchants straight to sales.

PRODUCT, WEB & PARTNERS

- Designed the **Yusr Rent website and lead forms**: mobile-first, calculator on the first screen, dark and light themes.
- Create **print for partner showrooms**: flyers, roll-ups and sales decks.

Brand Designer · Sep 2025 – Apr 2026

- Built the **visual identity, guidelines and asset library** for the company and its products.

METROPOLIS PRODUCTION

Sep 2024 – Feb 2026

Design studio · Projects worldwide

Brand Designer

- Built **brand identities from scratch** for construction, beauty and commercial clients: logo, colour and type systems, guidelines.
- Designed **packaging**: boxes, labels and packaging lines that carry the identity to the shelf.
- Designed **websites and landing pages**, from wireframes to developer-ready layouts.
- Created **social media, ads and print** and presented concepts to clients through each feedback round.

Experience, continued

2022 – 2024

SOCIUM.MEDIA

Mar 2023 – Mar 2024

Agency · Warsaw · Part-time

UI/UX Designer

- Designed **websites and mobile apps** end to end: research, sketches, wireframes, prototypes and final layouts.
- Ran **user research and surveys** to understand audience needs and improve usability.
- Kept the **visual design consistent across platforms** and aligned ideas with brand goals in team sessions.

DAHLIA LTD.

Mar 2022 – Oct 2024

Warsaw · Part-time

Brand Designer

- Created **visual identities, websites and interfaces** based on each client's goals and audience.
- Designed concepts, wireframes and layouts for **landing pages and e-commerce** platforms.
- Helped **small brands and startups** build a clear, consistent visual presence across digital platforms.

Education

2018 – 2025

OCT 2022 – FEB 2025

Bachelor's degree, Design in Business

WSB Merito University, Toruń. Design in a business context with a focus on new technologies: brand identity and visual communication, UX/UI and digital product design, and design strategy that supports business and marketing goals.

2018 – 2022

Associate's degree, Telecommunications

Belarusian State Academy of Communications. Network systems and software, programming fundamentals in C and web technologies (HTML, CSS): the technical base behind structured, easy-to-build design.

Skills & tools

Brand & identity

Brand strategy and positioning, logo and visual identity, typography and colour systems, brand guidelines and packaging. I build systems in Figma and Adobe Illustrator that a team can keep using without me.

Marketing & content

Performance creatives, multi-channel campaigns, social media, print and outdoor, sales and partner materials. Layouts in Photoshop and InDesign, motion for ads and social in After Effects, 3D visuals in Blender.

Web & product

Websites and landing pages, UI/UX, information architecture, prototyping and design systems. I hand over clean, structured files and speak the developers' language thanks to my HTML, CSS and JavaScript background.

AI & vibe coding

I use generative AI for moodboards, concept exploration, image generation and retouching, and AI assistants for research and copy drafts. With AI coding tools such as Cursor I build and launch working sites myself (this portfolio included) and connect forms to CRM and messaging tools so leads go straight to sales.

I agree to the processing of personal data provided in this document for realising the recruitment process pursuant to the Personal Data Protection Act of 10 May 2018 (consolidated text: Journal of Laws 2019, item 1781, as amended) and in agreement with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).