



Visual Designer

Karina Sidorova

For five years in a health & lifestyle startup, I developed concepts and design strategies across digital and print, delivering cohesive visuals that supported brand growth across multiple markets, strengthened values, and connected with audiences.

Education

- **Media & Communication Design, Bachelor's degree**
Art Academy of Latvia
2011 – 2015 | Riga, Latvia
- **Erasmus+ Program, Media & Communication Design**
Accademia di Belle Arti di Frosinone
2014 – 2015 | Italy

Skills

Concept Development
Adaptability & flexibility
Creative problem solving
Project management
Teamwork
Eager to learn
Open-mindedness



Contact

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Languages

Latvian – Native Language
German – Fluent
English – Fluent

Software

Figma, Canva

Adobe Creative Suite:

Photoshop, Illustrator,
Lightroom, InDesign

Remote tools: Teams, Slack

Relevant experience



• Designer | Natsana GmbH, Health & Supplements

03 / 2019 – 01 / 2025 | Düsseldorf, Germany | Hybrid

- **Led the art direction and design of B2B marketing materials** (print and digital) for brand Nature Love – from concept development to final delivery, in collaboration with the Sales team.
- **Developed and executed visual concepts for Amazon A+ assets**, social media, product visuals, and new product launches, supporting E-Commerce and digital performance.
- **Produced product photography and visual content** for use across digital, print, and E-Commerce platforms.
- **Designed packaging and shipping boxes** aligned with brand identity.
- **Created illustrations, infographics, and icons** tailored to the brand's visual language.
- **Ensured brand consistency** across social media, packaging, and marketing materials.

• Graphic Designer | Buenasoma Design, Advertising agency

02 / 2017 – 03 / 2019 | Düsseldorf, Germany | On-site

- **Led creative projects from concept to execution** — developed campaign visuals, print ads, and digital materials that strengthened client brands.
- **Designed digital and print materials** such as social media content, brochures, event visuals, and product photography.
- **Worked closely with clients** to understand their needs and deliver designs that supported business objectives.