



Graphic & Brand  
Designer

# Karina Sidorova

*For the past five years, I worked as an In-House designer in a growing health and supplements Start-Up, shaping the brand's visual identity through marketing visuals, product communication, and cohesive design across digital and print channels.*

## 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

## Hard skills

- Brand visual identity
- Visual Strategy & Research
- New product launch visuals
- Packaging & label design
- Print-ready file preparation
- Visual asset adaptation



## Contact

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## Languages

Latvian – Native Language  
German – Fluent  
English – Fluent

## Software

Figma, Canva, ChatGPT

### 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 work model

*My work involved the full design cycle, from daily marketing visuals to creating visual communication for new product launches.*

- I developed **visual solutions for B2B digital and print materials**, working closely with the sales team from concept to final execution.
  - Created and adapted **campaign visuals** for social media, E-Commerce platforms, and new product launches.
  - Designed **product packaging and labels** in line with industry requirements, ensuring clear information hierarchy.
  - Produced **product photography** aligned with the brand's visual identity.
  - Worked on **visual communication concepts** for new products.
  - Ensured **brand consistency** across social media, packaging, and marketing materials in line with brand guidelines.
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- **Graphic Designer | Buenasoma Design | Advertising agency**

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

*This role provided valuable agency experience and prepared me for later In-House design work.*

- Worked on **creative projects from concept to execution**, developing campaign visuals, print advertisements, and digital solutions that strengthened client brand identities.
- 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**.