Anna Katsur

Creative Director

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01 PROFILE

Creative director and art director with 11 years experience. Specializing in building emotional brand connections in the IT and fintech, launching redesigns and rebranding in major corporations. Launched over 50 advertising campaigns, participated in the rebranding of two ecosystems (Sber, Yandex), and organized more than 100 events.

I have a Global Talent visa in the UK for visual arts

02 EMPLOYMENT HISTORY

01/2020 — Present

09/2023 — Present

Yandex is a multinational technology company that provides a wide range of internet services and products, including a search engine, online maps, email, cloud storage, messenger, and more. It is also an IT giant with a vast ecosystem of products

Creative Director, Head of Creative Studio and Employer's Internal Brand Department at Yandex
Serbia

- Creating over 30+ creative concepts and 5 brand strategies to express identity and innovative approaches
- Representing the brand at key touchpoints with employees
- Launching advertising campaigns to increase brand recognition from 55% to 93%
- Leading more than 30+ creative projects to increase user engagement and strengthen emotional connection with the brand
- Active focus on developing professional skills and fostering a unified corporate culture
- Creating advertising and marketing materials of various formats
- Strengthening the creative studio by integrating it with the brand department and editorial team
- Expanding the team to 30 members

01/2021 — 11/2023

Head of Creative Studio HR at Yandex
Serbia

- Developing style systems for Yandex sub-brands
- Creating the architecture of the new brand
- Implementing new visual material workflow formats
- Organizing UX design courses at the British Higher School of Design
- Participating in conferences and speaking on design topics
- Stablishing a creative studio within the company
- Assembling an efficient team of 10 people

01/2020 — 01/2021

Art Director at Yandex
Russia

- Development and management of visual project concepts
- Creation and implementation of brand identity
- Direction and inspiration of design team
- Quality control of visual content
- Collaboration with marketing and creative departments

01/2014 — 01/2020

12/2018 — 01/2020

Sber is the largest bank in Russia and one of the largest financial institutions globally. It offers a wide array of banking services, including lending, deposits, investments, insurance, electronic payments, and more. In recent years, Sber has diversified into digital technologies and online services, including FinTech and artificial intelligence development

Art Director at Sberbank

Russia

- Leading of typefaces development for Sberbank's ecosystem and creating the brand ecosystem
- Development of visual concepts, logos, color palettes, and overall visual language
- Creating high-quality marketing materials, including advertising banners, brochures, presentations, and video content, with a creative approach
- Collaboration with UX designers to create user-friendly interfaces for digital products
- Leading a team of designers to develop effective marketing solutions
- Working with marketers, copywriters, and other specialists to create a unified brand image

01/2014 — 12/2018

Senior Graphic Designer at Sberbank

Russia

- Involvement in rebranding projects: from design development to production control
- Participation in the design of regional and international forums
- Development of style guides for the Bank's visual and print products
- Creation of infographics
- Managing the design team: drafting briefs and controlling their execution

01/2011 — 02/2013

Manager at Art Lebedev Studio

Russia

- Managing design projects for clients such as Xsolla, Atrium, as well as developing fonts for the studio
- Monitoring project deadlines and budget compliance
- Briefing and task allocation for designers
- Organising merchandising for studio cafes and shops, including responsibility for the store's appearance and window displays

03 EDUCATION

2018 — 2019

Sberuniversity

Mini MBA

The course included:

Management fundamentals, Marketing, Leadership and team management, Strategic thinking, Innovation and entrepreneurship

2010 — 2014

Higher Academic School of Graphic Design

Master of Design

Program includes studying the fundamental principles and concepts of design, graphic design, multimedia design, design processes and methods, as well as project and team management

2006 — 2010

Vyatka Art School

Bachelor's Degree. Design

04 ADDITIONAL TRAINING

Mar 2020	**Emotional Design — How to Make Products People Will Love**
Jan 2020	**Interaction Design Foundation**

05 ARHIEVEMENTS

2021 — 2022   **Course creator, British Higher School of Art and Design**   *Russia*

Launched a Three-Month Module consisting of ten units dedicated to research, design, metrics, team formation, UX rating, branding, and communication, as well as units on interviews, resume analysis, pitching, and storytelling

06 AWARDS

2023	**FestivalSreda / Creative YFD / Silver**
2023	**Futuregosummit / New artist / Gold**
2022	**ADCR / Graphic Communication / Silver**
2021	**European Design Awards 2021 / Bank's SB Type system / Silver**
2017	**LIVRE PARIS / Design / The most beautiful book**

07 MEDIA

How rebranding affects the development of the product ecosystem

Design unites different products of one brand and influences how the company's culture and philosophy will be conveyed to the consumer market. However, as the brand grows and evolves," it is necessary to update the design to reflect internal changes and keep up with the times

Design management

Why brands are shifting marketing activities in-house, how the creative environment at SberMarketing is formed, and what new demands are being driven by the times

Art and Illusion: A Study on the Role of Neural Networks in the Work
A Checklist of Changes That Await Us in the Field of Arts
The Synthesis of Painting and ML Technologies in the World of NFT