

Anastacia Petuhova

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EDUCATIONAL BACKGROUND

UX/UI AND GRAPHIC DESIGNER

HackerU Computer Training
School | 2021-2022
Graphic and UX/UI designer

WIZO Haifa Academy of Design and Education

B.ED. des Fashion and teacher
certification | 2014-2018

Concept Design School

Styling certificate | 2009

I'm Anastacia, a designer with a passion for creating digital products that make people's lives better. Designing products while juggling fashion, graphic design, web design, and digital marketing.

WORK EXPERIENCE

Engini.io

UX/UI/Product designer | 2022- now

Engini is no-code platform for building apps and workflow automations on top of ERP's & SaaS

- Worked in tandem with the project manager and Engineers team to Re-design user flow and information architecture on Engini platform.
- Conducted comparative research on all competing platforms to scope product requirements and translated it to design creativity.
- Developed user interfaces and experiences for Engini WorkApp, a feature that helps teams and organizations manage projects and workflows while collaborating on projects. Besides automation capabilities, the app has web and mobile versions.
- Managed multiple projects effectively in a demanding environment with tight deadlines.
- Delivered various marketing materials, including website and landing pages, email, social media posts, banner ads, animations, and more.
- Utilized Google Analytics to define the campaign success of the product.
- Managed the outsourcing workers with the designing process of the Engini website.

Freelancer

Freelancer at Graphic and UX/UI design | 2021-2022

- Created marketing materials such as website and landing pages, email, social media posts, banner ads, and more.

SKILLS AND PROFICIENCIES

- Illustrator
- Photoshop
- Indesign
- XD
- Figma
- Premiere
- After Effects
- Zeppelin

LANGUAGES

- English (good professional)
- Hebrew (native speaker)
- Russian (native speaker)

PRESS

- [https://www.haaretz.co.il/gallery/fashion/. premium-1.2983592](https://www.haaretz.co.il/gallery/fashion/.premium-1.2983592)

Freelancer

Freelancer at Visual Merchandising | 2019–2021

- Delivering store sales targets by ensuring the product on the floor is well displayed and tagged.
- Training store associates with Guidelines ,providing solutions and insights that balance the needs and standards of the business.
- Producing window displays, signs, interior displays, floor plans and special promotions displays.

Amazon

Fashion specialist at Amazon | 2018 – 2020

- Accompanying the research and development team in designing the style check app and outfit comparison. These are parts of Amazon's extensive project-Alexa Echo look.
- Conducting analysis and market survey of customer needs within the US market. Online personal styling services for Amazon customers.
- Training the team in the field of American and international trends Review the daily queue of outfit images and provide an expert assessment of the looks. Poses flexibility to adapt to business need/changes

H&M

Visual Merchandizer | 2012 – 2018

Creating appealing and eye-catching visual displays to guide the customer through the entire store.

Producing window displays, signs, interior displays, floor plans and special promotions displays in charge of team briefs and updating about new campaigns

Cooperated in establishing of two big stores in Kiryon Kiryat Byalik and Kiryat Ono.