

# Anna Ropalo

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*Fueled by curiosity, a love for meticulous detail and desire to be creatively challenged, with 10+ years of experience creating and delivering original, innovative design solutions that tell stories and grow iconic brands.*

## SKILLS + ABILITIES

- Highly proficient in Adobe CC, Figma, and other design programs, as well as project management and communication systems. *A quick learner when it comes to new programs and processes.*
- Endlessly curious, continually inspired. Constantly taking advantage of various opportunities to learn new skills, methods, and techniques. *Always pushing myself to find new and innovative design solutions that delight.*
- Attentive to detail and direction, with the ability to work well under pressure and maintain a high standard of quality. *Genuinely excited when it comes to challenges.*
- Strong ability to lead, collaborate with and support design teams as well as work independently. Active participation in the creative process, from generating ideas to supporting visions and creative direction.
- Deadline-oriented and self-motivated with exceptional organizational and time management skills.
- Fluent in English and Russian; experience in localization design.

## WORK EXPERIENCE

### SR. PACKAGING UX DESIGNER

Ring, Inc | Remote | Oct 2023 — Present

- Supported the Packaging Experience team in development of new product initiatives, sustaining design and global localization efforts; owned and led the packaging design efforts for US & ANZ markets.

### SR. DESIGNER

CCS Global | Remote | Feb — Dec 2023

- Freelance contract work focused on developing the visual language, brand identity and overall collateral for the internal training system at Jaguar Land Rover. Led the design and launch of the retailer-facing app and live training materials, as well as hiring for the design development team and mentoring instructional designers.

### SR. PACKAGING DESIGNER

Sonos | Remote | Feb — Apr 2023

- Contract work focused on production support, research and concept development for new product and specialty projects. Led design efforts for B-stock packaging exploration and global compliance.

### GRAPHIC DESIGNER

SafetyWing | Remote | June 2021 — Oct 2022

- Managed and executed design within the Nomad Insurance product, including brand and design updates, art direction for specialty projects and illustration, collaborating with stakeholders to develop new ideas and strategies for product launches and expansion of Partnerships.
- Led all physical and print design efforts at SafetyWing, from logistics and operations to designing merchandise, print products, event collateral and on-site production, as well as working with printers and manufacturers.

### GRAPHIC DESIGNER / CREATIVE DIRECTOR

Freelance | June 2012 — Present

- Extensive experience building brand identities and packaging design for various clients. This includes brand audits, competitor analysis, consumer research, brand positioning and storytelling through strategic brand identity, illustration and packaging design, as well as visual materials for marketing, sales and growth. Focus on art direction, typography, layout and strong understanding of creating beautiful visuals that meet business objectives.

## WORK EXPERIENCE *(cont.)*

### SCREEN ARTIST / PRODUCTION DESIGNER

Apple, Inc. | Cupertino, CA | Aug 2018 — March 2020

- Localized visual content for Global Marketing & Communications, working closely with the Europe and Russia teams on marketing and digital assets for global product launches in 8+ languages.
- Collaborated with design teams, translators and producers to ensure pixel perfect precision in every detail, for flawless execution of both digital and print production.

### GRAPHIC DESIGNER / ART DIRECTOR

Rip Van Wafels | Remote | June 2017 — Nov 2019

- Led the concept creation, design and development of the overall brand, product packaging and marketing collateral for the company, helping bring the Rip Van products to life.
- Took sole design ownership of over 100 SKUs, from concept to shelf-ready packaging. This included copywriting, illustration, design, building and modifying dielines, 3D mockups, sales collateral and development of visual assets for product rollout. Led design efforts in collaboration with external partners (i.e. Costco, Starbucks, Whole Foods) for future market expansion — modifying existing packaging, localizing for international markets and creating specialty items.
- Worked closely with the founders, product managers and sales team to continuously level up the brand, develop new products and create all necessary visual assets for internal and external use.

### SENIOR DESIGNER

Hound Creative Agency | Bend, OR | March — Oct 2017

- Led concept creation, research, design and development as the sole designer for a small agency. Worked on branding and packaging projects for clients ranging from local shops to breweries, as well as aiding in client acquisition, the agency rebrand and development.

### PRODUCTION DESIGNER / BOOKBINDER

EM Space Arts Center | Portland, OR | Aug — Dec 2014

- Custom bookbinding and design of limited edition books, restoration, small-scale packaging production and crafting of specialty projects, as well as letterpress, type setting, pre-press and printing methods from ages past.

### GRAPHIC DESIGNER

Loft Project ETAGI | St. Petersburg, Russia | Sept 2012 — June 2014

- Led design projects for Loft Project ETAGI, the largest creative arts space in St. Petersburg (complex consisting of a hostel, publishing house, cafe, several galleries and an events space). Collaborated with stakeholders on marketing and promotional materials, collateral for events and citywide distribution, as well as printed and digital design assets for exhibitions, screenings and other various events.
- Sole ownership of translating entire Russian website into English, as well as localizing current and future visual assets.

## EDUCATION

**Portland State University** (Portland, OR)  
(2008 — 2014) B.A. in Graphic Design, Architecture

**St. Petersburg State University** (St. Petersburg, Russia)  
(2012 — 2014) Cert. in Design History

\* REFERENCES UPON REQUEST \*