

POLINA ZUBOVA

Senior Graphic Designer – Brand, Campaign & Digital

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PROFILE

Multidisciplinary designer in fashion and lifestyle retail, currently leading campaign design at Karen Millen for a brand with 1.1 million followers.

I work across CRM, paid social, print and e-commerce, taking briefs from first idea to finished artwork and mentoring junior designers along the way. I care as much about whether a design sells as about how it looks. I've built the templates our team works from, and I use AI tools to handle high volumes without the quality slipping.

EXPERIENCE

Karen Millen	Graphic Designer	AUG 2025 – PRESENT
CAMPAIGNS		
- Lead design on seasonal campaign launches, from first concept to finished assets for email, web, social, print and stores, and bring the final work to the Art Director for sign-off. - Work across 10+ live campaigns and promotions at any one time, making the day-to-day creative and production calls myself and managing my own priorities and deadlines. - Produce lookbooks, press release assets, print and point-of-sale artwork, and keep the brand consistent wherever it appears.		
CRM & SOCIAL		
- Design CRM emails for weekly sends, promotions and launches, working closely with the CRM and trading teams. - Create paid social creative, including animation and short-form video, adapted for each platform and audience. In a typical month that's several hundred assets. - Handle day-to-day organic social, including Instagram posts, stories, launch content and motion pieces.		
TEMPLATES & AI		
- Built 15+ reusable templates for email, social and print, including a modular email system. - Use generative AI day to day for image generation, retouching and extending shots to fit different formats, and teach the junior designers how to use it well.		
TEAM		
- Mentor our junior designers (two so far, one at a time), from onboarding and briefing to checking their work before it goes live and training them on tools, brand standards and workflow. - Act as the go-to designer for the CRM, social, marketing and e-commerce teams and the Creative Director, turning their commercial goals into work that goes out on time.		

Freelance	Graphic Designer	JUN 2025 – AUG 2025
Designed the full identity for Blanca, a resortwear brand moving into homeware and lifestyle, from the logo to packaging, stationery and labels.		

Penelope Chilvers	Graphic Designer	DEC 2024 – MAY 2025
- Designed email campaigns and digital assets for a heritage footwear and accessories brand with a very particular house style. - Introduced animated GIFs and video into email hero images, which increased customer clicks. - Produced artwork for e-commerce, newsletters and social, and did a large volume of photo editing and retouching.		

Freelance

Graphic Designer

AUG 2023 – NOV 2024

Freelance work alongside courses in typography, graphic design, UI and UX.

- Designed a street banner for Dove, shown on an advertising screen in central Moscow.
- Designed posters and print pieces for several independent side projects.

Aspiga

Junior Graphic Designer

APR 2022 – AUG 2023

- Designed the monthly 32-page booklet, from layout through to print-ready files.
- Helped create brochures and brand books.
- Shot and edited in-house product and lifestyle photography, including lighting and retouching, for up to 50 products a season.

SKILLS

DESIGN & ART DIRECTION

Campaign concepting · art direction · layout & typography · brand identity systems · print production and artworking · lookbooks · POS

DIGITAL & MOTION

CRM and email design (Dotdigital) · paid social creative · UX/UI and web pages · animation, GIFs and short-form video

AUTOMATION & AI

Photoshop actions and batch processing · generative AI for image generation, extension and retouching · reusable template systems

PHOTOGRAPHY

In-house product and lifestyle shoots · lighting setups · retouching

COLLABORATION

Mentoring junior designers · briefing, review and approval of artwork · workload and deadline management · stakeholder management across CRM, social, marketing and e-commerce

SOFTWARE

Photoshop · Illustrator · InDesign · After Effects · Figma · Miro · Zeplin · Dotdigital · Smartly

EDUCATION

Skillbox	Graphic Design
Udacity	UX/UI Design
Coursera	Typography, Graphic Design, UI Design

LANGUAGES

English, Russian

BEYOND WORK

Founded Rose & Race, a running club that brings people together to share a love of the sport, and design its editorial series. I also play tennis, follow F1, and love art, science, cinema and travel.