

# Anna Rubak

## CONTENT CREATOR AND UX/UI DESIGNER

[PORTFOLIO](#)[LINKEDIN](#)[E-MAIL](#)

### EXPERIENCE

#### Graphic Designer

Aptiv, Apr 2022–Present, 2 Years

- Being design lead of main global internal campaigns e.g. IWD, INWED, Movember, Pinktober, Diversity Month
- Preparing key visuals of global campaigns and events
- Creating visuals for external needs, e.g. social media
- Video post-production and basic animations
- Recording interviews and promotional films
- Coordinating workflow of photographer team
- Daily collaboration with leadership and stakeholders

#### Content Creator & Marketing Specialist

Aptiv, Jan 2021–Apr 2022, 1 Year 4 Months

- Supporting SEO activities
- Preparing UX Benchmark reports
- Managing Internal Aptiv Brand Center
- Developing and extending Aptiv Brand Guidelines
- Preparing Website Metrics report based on Google Analytics
- Creating and editing visual assets: graphics, video, animations

#### Junior Marketing & Communication Specialist

Aptiv, Jan 2019–Dec 2020, 1 Year 7 Months

- Supporting EMEA teams in show logistics
- Supporting the brand's operations in EMEA
- Supporting media and industry monitoring
- Preparing assets for print: posters, roll-ups, stickers
- Creating and editing multimedia content: graphics, video
- Supporting internal and external communication projects

#### Graphic Designer Intern

Coconut Agency, Aug 2018–Dec 2018, 5 Months

- Preparing assets for print
- Preparing sales landing pages
- Creating digital visual deliverables

#### Marketing Intern

Cluster Cowork, Jun 2018–Dec 2018, 7 Months

- Creating digital visual deliverables
- Supporting marketing processes for all products
- Preparing products & service valuations for clients
- Administrative support for training and conferences
- Daily contact with the clients and main stakeholders

I also consent to the processing of my personal data by all companies for the purposes of any future recruitment processes.

### EDUCATION

#### Interaction Designer | Design Practice

2023, 11 Weeks

Let's check training details:

<https://www.designpractice.pl/interactiondesigner>

#### Digital Designer | Design Practice

2023, 14 Weeks

Let's check training details:

<https://www.designpractice.pl/digitaldesigner>

#### Management & Marketing | AGH University of Krakow

Master's Degree, 2018–2020

#### Accounting & Controlling | Krakow University of Economics

Bachelor's Degree, 2015–2018

### SOFTWARE SKILLS

[FIGMA](#)[PHOTOSHOP](#)[ILLUSTRATOR](#)[AFTER EFFECT](#)[PREMIER PRO](#)

### DESIGN SKILLS

[BRANDING](#)[GRAPHIC DESIGN](#)[UI/UX DESIGN](#)[VIDEO POST-PRODUCTION](#)[PROTOTYPING](#)[WEB DESIGN](#)[DESIGN SYSTEM](#)[ANIMATION](#)[RESPONSIVE WEB DESIGN](#)[USER JOURNEY](#)[DESIGN HANDOFF](#)[INFORMATION ARCHITECTURE](#)[MICRO & MACRO INTERACTIONS](#)[UX RESEARCH](#)[VISUAL IDENTITY](#)[HTML/CSS UNDERSTANDING](#)[USABILITY TESTING](#)[WCAG 2 STANDARDS](#)