



VICTORIA SIGITOVA

TEAM LEAD, SENIOR BRAND DESIGNER

Senior brand designer and team lead with 8+ years in iGaming and e-commerce. Turning complex ideas into scalable design that drives engagement and growth, leading teams and mentoring designers.

Istanbul and Alanya, remote sigitovavictoria@gmail.com [Telegram](#) [LinkedIn](#) [Behance](#)

EXPERIENCE

Team lead, promo design

Jun 2024 - now

Confidential iGaming company, Estonia

- Led creative direction and visual strategy for brands with 10M+ users.
- Integrated AI tools (Seedream, NanoBanana, Midjourney and others) into the creative process, for marketing assets and concept development.
- Reduced approval time by 52.5% through workflow optimization.
- Developed brand books, design systems, SMM templates and campaigns.
- Designed performance banners driven by CTR and CPA.
- Worked with product and marketing teams on high-conversion promos.

Team lead, digital design

Dec 2023 - Jun 2024

Lamoda Group, Moscow

- Led content and design for the Lamoda app and website, 20M+ monthly users.
- Managed a team of 4 designers, improving efficiency by 14%.
- Seasonal digital campaigns: +15% user engagement.
- High-conversion landing pages: +20% online sales.
- Wrote tech briefs for photoshoots and supervised visual production.

Brand designer

Aug 2019 - Dec 2023

Lamoda Group, Moscow

- Co-led the company rebranding with the Shuka agency, winner of a Red Dot Design Award.
- Branding for 26+ events, 2 of them EFFIE Award winners in 2022.
- Outdoor ads, digital panels, videos and campaigns for Russia and the CIS.
- Mentored junior designers and led in-house Figma workshops.

IN NUMBERS

8+ years in brand and graphic design

20M+ monthly users, Lamoda app and site

10M+ users across the iGaming brands

-52.5% approval time

40+ design students mentored

SKILLS

Team leadership and art direction

Branding and design systems

Performance creative and banners

AI workflows

Graphic and motion design

Brief writing

Cross-functional collaboration

EARLIER

DesignerFeb - Aug 2019

Retail Event Agency, Moscow

- Event branding for Russian Retail Week (7,000+ attendees, 500+ retail chains), for the Ministry of Industry and Trade.
- Key visuals, 200+ page print catalogs and two websites.

Graphic designerNov 2018 - Jan 2019

Ketchum Moscow, global PR agency

- Promo and event branding for Google, BMW, Skoda, Mastercard and Rolls-Royce.
- Social content, animations, videos; redesigned the company brand book.

Graphic designer2015 - 2018

Freelance

- Branding, packaging, landing pages and photo retouching for studios and small businesses.

MENTORSHIP

MentorSep 2023 - Oct 2024

Bang Bang Education

- Mentored 40+ students on portfolios and final projects; led 25+ webinars on feedback, trends and best practices.

Mentor and mentee2023 - now

ADPList, global mentorship platform

- Portfolio reviews and career advice.

CLIENTS

					
					

EDUCATION

BA in Graphic Design and Media Technologies

Belgorod State Institute of Arts and Culture, 2018

UI Design (Coursera)

Compositional design theory (BBE)

Animation (Controforma)

LANGUAGES

English, C1

Russian, native

TOOLS

- Figma

Illustrator

Photoshop

InDesign

After Effects

Premiere Pro

Tilda

Jira

Miro

Procreate

Midjourney

Seedream

NanoBanana

Krea.ai

ComfyUI

Stable Diffusion

Firefly

Sora