

Anna Oganessian

Creative Web Designer | Digital Designer | Marketing Websites

[Portfolio](#) · [Behance](#) · [LinkedIn](#)

dafanna8@gmail.com · @dafanna (Telegram) · Yerevan, Armenia · UTC+4

SUMMARY

Creative Web Designer with 6+ years of experience designing and building websites for startups, studios, and personal brands. I turn early-stage ideas, product concepts, and brand narratives into structured, usable websites — landing pages, marketing sites, and small digital systems built from concept to launch.

I believe great websites are built on clarity, structure, and strong visual storytelling, not decoration alone. I've worked with clients across tech, education, luxury, and creative industries, with projects featured on CSSDA, Design Nominees, and Made on Tilda. I also use AI as part of my workflow — for research, exploring directions faster, and expanding early-stage concepts before committing to design decisions.

AWARDS & RECOGNITION

- 6× CSSDA Kudos
- 2× SOTD Design Nominee
- 2× Top Design King
- 5× Made on Tilda (curated selection of the best Tilda websites)

EXPERIENCE

Design Tutor / Mentor & Curator · Citadel Online School of Design

March 2024 — Present

- Led live workshops on web design, visual communication, and design principles
- Reviewed student work and provided structured feedback on layout, typography, hierarchy, and visual systems
- Mentored 150+ students through portfolio projects and professional design workflows
- Helped students strengthen presentation skills and prepare portfolio-ready case studies

Independent Creative Web Designer · Freelance

August 2022 — Present

- Owned end-to-end website projects — from discovery and client communication to design, implementation, and launch
- Delivered marketing websites, landing pages, and digital experiences for startups, agencies, and growing brands
- Led discovery sessions to understand business goals, target audience, and project requirements
- Defined website structure, content hierarchy, and information architecture
- Partnered with international studios — including West Avenue Agency (USA) — to deliver websites for clients in Switzerland, Italy, and the United States
- Collaborated with developers or independently built responsive websites using no-code platforms, ensuring smooth implementation from concept to launch
- Integrated AI into research, concept exploration, and early design workflows to accelerate ideation and improve creative efficiency

Lead Web Designer · Art for Introvert

January 2021 — July 2022

- Led the design of marketing websites, landing pages, email campaigns, presentations, and other digital assets for educational products
- Mentored and coordinated a small design team, providing creative direction, design reviews, and day-to-day guidance
- Created user flows, wireframes, and high-fidelity interfaces in Figma
- Planned website structure, content hierarchy, and user journeys
- Built responsive websites using Tilda and collaborated with developers on more complex implementations
- Worked closely with project managers, developers, marketers, and stakeholders throughout the design process

Web Designer · Marketing Agency John Doe

November 2019 — June 2020

- Designed marketing websites for local businesses across different industries, generating and presenting visual concepts to clients
- Collaborated with the marketing team to create conversion-focused, goal-oriented web experiences
- Designed responsive layouts aligned with business goals and brand identity

SKILLS

Design — Web Design · Landing Page Design · UI Design · Visual Identity · Ecommerce · Interaction Design · Visual Storytelling

Process — Wireframing & Prototyping · Responsive Design · No-Code Development · Developer Handoff · Typography · Design Strategy

AI Tools — ChatGPT · Claude · Midjourney · Figma AI

Tools — Figma · Tilda · Webflow · Adobe Creative Suite · Notion

Soft Skills — Client Communication · Project Management · Art Direction · Mentoring

LANGUAGES

English — Professional working proficiency · Russian — Native · Armenian — Native

EDUCATION & COURSES

- Tilda Pro Certification
- Author's Web Design Course — Kirshin & Vasiliev
- UX Design: From Concept to Prototype — FutureLearn