

ANNA POPOVICI

MID-WEIGHT GRAPHIC DESIGNER | BRAND CAMPAIGNS | ADOBE CC | DIGITAL & PRINT

PROFILE

Creative graphic designer with 5+ years crafting high-impact campaigns for sports retail. I blend hands-on campaign execution with art direction, brand storytelling, and collaborative leadership. At Decathlon UK, I've led 5+ major international campaigns annually while managing the creative traffic flow for in-house creative studio. Expert in Adobe Creative Suite with growing experience in motion design, Figma, and AI-assisted creative workflows. My background in cycling and skiing gives me authentic insight into the sports retail landscape. Open to new creative opportunities in London and remote.

PROFESSIONAL EXPERIENCE

Decathlon

Mar 2022 - Nov 2025
London, UK, Global

Mid-weight Graphic Designer

Led creative execution for 5+ major international campaigns annually across UK and Ireland markets, delivering campaign assets that drove measurable brand engagement and commercial results.
Managed creative traffic and resource allocation for 15-20 weekly requests in ClickUp, ensuring on-time delivery while maintaining quality standards across all channels.
Championed AI integration into design workflows, implementing tools that increased team efficiency and future-proofed creative processes.
Supported Creative Director during major 2024 company rebranding, developing C-suite presentations and gaining hands-on experience with Figma for collaborative design systems.

Decathlon

Apr 2021 - Feb 2022
London, UK

Junior Graphic Designer

Rapidly integrated into in-house creative team, mastering Decathlon's visual identity guidelines and UK market production standards.
Delivered asset localization, resizing, and preparation for digital and print channels while maintaining brand consistency.
Consistently met tight deadlines across multiple concurrent projects.

Decathlon

Sep 2019 - Mar 2021
London, UK

Part-Time Junior Designer / Sport Leader

Successfully pivoted from retail into design role, leveraging internal brand knowledge and demonstrating adaptability.
Balanced dual responsibilities supporting creative studio and managing Sport Leader function.
Gained foundational experience preparing localized campaign assets for UK market.

Box Art Agency & Various Clients

Jan 2014 - Jun 2016
Chisinau, Moldova

Freelance Designer & Agency Work

Delivered brand identity, book layout, and product packaging projects for agency clients including Editura Lumina, Editura Arc and Frabox toys.
Developed strong client communication and project management skills working independently.

Decathlon UK

Sep 2016 - Sep 2019

Early Career - Sport Advisor & Warehouse Roles

Developed brand insight and customer empathy through operational and customer-facing roles before transitioning into design.

PORTFOLIO HIGHLIGHTS

VIEW FULL PORTFOLIO:

[designedbyanna.co.uk](#)

Featured campaigns: Snowsports campaign, Office Revamp, Trade shows, Kiprun campaign, Summer seasonal campaign, CRM, Christmas campaign, Internal communication, Agency work.

CONTACT

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EDUCATION

BA in Graphic Design 2012 - 2016

Academia de Muzica,
Teatru si Arte Plastice (AMTAP)
Chisinau, Moldova

Specialized in advanced graphic design, layout, and visual communication principles.

Diploma in Fine Arts / Graphics 2008 - 2012

Colegiu de arte plastice A.Plamadeala
Chisinau, Moldova

Foundation in composition, color theory, and drawing.

KEY SKILLS

Design & Motion

Illustrator, Photoshop, InDesign,
After Effects, Canva

UI/UX

Figma (Basic)

Productivity

Office Suite, Google Workspace,
ClickUp, Trello, Monday

Languages

English (Fluent)
Russian (Native)
Romanian (Fluent)
Ukranian (Basic)

Other

Traffic Management, Print Production,
Visual Merchandising, Art Direction

INTERESTS

Art, Family, Sport and Books

Outside of work, I'm deeply connected to sport and culture - skiing (advanced), cycling and travel are a big part of my lifestyle, and they keep me close to how people actually experience brands in the real world. I read widely - design, cultural commentary, contemporary non-fiction - which keeps my creative point of view informed and relevant. Art remains a core influence in my practice. And time with family and close friends keeps everything balanced and grounded.