CAROLINE MARIE DABROWSKI

AI Digital Advertising Lead | UI/UX Visual Designer

Portfolio: Carolinemariedesign.com · P: 847.877.7808 · Email: Caroline@carolinemarie.design

SEEKING FULL-TIME OR INDEPENDENT CONTRACTOR WORK

I'm a multidisciplinary designer and creative strategist specializing in visual design, social media and marketing design for Meta and LinkedIn, UI/UX using Figma, and emerging technologies like generative AI. I create compelling, user-centered experiences through a strategic, detail-driven approach that bridges creativity and innovation. My graphic design background spans a wide range of industries, including social media advertising, healthcare, technology, interior design, real estate, pet care, luxury brands, executive staffing, beauty and wellness, fashion and e-commerce. My work includes user experience design and research, social media marketing, advertising campaigns, photography, photo-retouching, compositing, color-grading, illustration, editorial writing, and project management.

CORE COMPETENCIES

- Graphic Design
- UI/UX Design using Figma
- Social Media Marketing
- Generative AI
- Video Advertising
- Strategic Brand Leadership
- High-Impact Visual Storytelling
- Cross-Departmental Project Management
- Global Brand Strategy
- Market Positioning Expertise
- Visual Communication
- Executive-level Art Direction
- Creative Problem Solving
- Leadership in Design Innovation
- Marketing Communications
- High-Performance Leadership
- Design Thinking & Innovation
- Creative Vision Development

TECHNOLOGY TOOLS: Social Media Marketing (Meta, LinkedIn), Adobe Creative Suite and Creative Cloud, (Photoshop, Illustrator, InDesign, After Effects, Adobe XD, Adobe Express, Adobe Premiere) Figma | Hubspot | Generative AI - (Sora, Nano-Banana, Veo, HeyGen, Midjourney, Runway, Jasper, Ideogram, Firefly, DALL´E, CoPilot, Gemini, SuperCool, Free Pick, Pencil) | Wireframing | Sketch | InVision | Balsamiq |Microsoft Office Suite (PowerPoint, Word, Excel) | Marketo |Google Analytics | Klaviyo | Asana | Monday.com | SharePoint |HTML/CSS |WordPress |Motion Graphics | Video Editing |Storyboards | UI/UX Prototyping | Animation Design | Canva | E-commerce Platforms

INDEPENDENT CONTRACTOR PROFESSIONAL EXPERIENCE - Caroline Marie Design LLC.

NeuFit / Austin, Texas - Remote **March 2026 - October 2026**
Contract Marketing and Sales Designer for Wellness Medical Device & Wellness Technology

- Developed sales-focused email and social media campaigns for product launched for Meta and LinkedIn, special events, and promotions, using clear messaging to spark interest, support customer conversion, and drive engagement
- Designed sales presentation materials, social media ads, email campaigns, brochures, video ads, case studies, and e-books that supported product education, audience engagement, and lead conversion across Meta, LinkedIn, and HubSpot.
- Created and elevated the design of their marketing materials as well as their UI/UX design for their website and landing pages using Figma and Hubspot. Used compliance standards and regulatory requirements.

META - TEKSystems / CA - Remote **Sept 2025 - Jan 2026**
Contract AI Advertising Creative Prompt Engineer

- Performed secondary audits to ensure style fidelity, consistency, and visual accuracy on AI videos and advertisements for Meta.
- Worked with the AD Creative team and Human Behavior teams with internal Points of Contact (POCs) in developing comprehensive evaluation guidelines for Meta ads and videos.
- Evaluated AI model outputs for accuracy, relevance, and creative quality using robust benchmarks.
- Analyzed model performance trends and provide actionable recommendations for improvement.
- Developed challenging and realistic prompts to test model capabilities in advertising and visual domains for Meta ads.

Lamark Media / Boca Raton, FL - Remote **Dec 2024 – Jan 2026**
Contact AI Digital Advertising Creative Lead

- Created interface for new AI advertising software, social marketing ads for Meta and LinkedIn, carousel social media ads, videos, storyboards, emails, landing pages, advertisement videos, e-books, PowerPoint presentations and branding for various national brands using AI video and image generator programs.
- Created design templates for ads, emails and landing pages for new AI software using Figma.
- Tested and researched generative AI for new modeling of advertising software.
- Created AI generated emails and ads for various brands using Midjourney, Runway, Ideogram, Adobe Firefly, DALL´E, CoPilot, Typeset other AI programs. Used Sharepoint for file classification and Asana for project management.
- Created wireframes for UI mobile and for desktop website design in Figma.

Pure Salt Interiors / Newport Beach, CA - Remote (Freelance - Project Based) **April 2025 – August 2025**
Marketing Lead Graphic Designer

- Created marketing campaigns for emails for sales, special events and product launches for emails and social media marketing ads.
- Created A/B testing for marketing email launches and schedule emails to be sent out using Klaviyo software.
- Designed the email campaigns and social media marketing campaigns.
- Used Sharepoint for file classification and Asana for project management.

Stryker / Tempe | - Remote **Nov 2024 – Dec 2024**
Media Marketing Analyst Graphic Designer

- Amplified brand recognition and customer engagement by producing meticulously crafted case studies, brochures, eBooks and PowerPoint presentations, ensuring alignment with Stryker's branding standards and regional compliance protocols.
- Heightened social media impact and audience conversion rates by designing compelling advertisements and carousel ads, for LinkedIn, Facebook and Instagram, strategically targeting key demographics in the medical device industry.
- Secured legal adherence and cultural relevance by transforming global marketing documents into region-specific formats, maintaining consistent brand messaging and regulatory compliance across diverse markets.

TrueBlue Inc. / Tacoma | WA - Remote **Oct 2023 – Aug 2024**
Media Designer

- Elevated brand identity and user engagement by designing and developing a visually striking branded website for SMX, incorporating seamless navigation, responsive layouts, and compelling visuals.
- Boosted multi-brand marketing efforts by producing high-quality eBooks, infographics, case studies, and PowerPoint presentations tailored for SIMOS, SMX, and Centerline brands, ensuring consistent messaging and aesthetics.
- Maximized campaign effectiveness and audience reach by conceptualizing and executing advertisements, event promotions, flyers, posters, and video edits for LinkedIn, Facebook, print, and web platforms.

Microsoft - Oxygen / Seattle, WA - Remote **Oct 2023 – Nov 2023**
Media Graphic Designer

- Enhanced the effectiveness of online education programs by designing visually captivating storyboards, launch pages, and PowerPoint presentations, ensuring cohesive branding and an engaging user experience.
- Increased marketing communications through the development of rich brand tool boxes and a broad range of promotional activities based on strategic objectives and audience perceptions.

INDEPENDENT CONTRACTOR ADDITIONAL EXPERIENCE

Lead Design Coordinator | Mirrone For Governor Campaign LLC | Remote	**Apr 20225 - May 2025**
Graphic Designer | Advocacy Digital Media | Chicago, IL - Remote	**Nov 2023 - Jun 2024**
Graphic Designer | UL Solutions | Chicago, IL - Remote	**May 2023 - Aug 2023**
Graphic Designer | Forcepoint | Austin, Texas – Remote	**Oct 2022 – Apr 2023**
Graphic Designer | Witt Kieffer | Chicago, IL - Remote	**Apr 2022 – Sep 2022**
Graphic Designer | Vetnique Labs | Naperville, IL - Remote	**Dec 2021 – Jun 2022**
Visual Designer | Art Direction | Siné Qua Non Salons | Chicago, IL	**Jul 2018 – Dec 2021**
Visual Designer | Art Direction | Colby Gallery | Chicago, IL	**Nov 2016 – Jul 2018**
Ecommerce Graphic Designer & Photographer | Gage Diamonds LLC. | Chicago, IL	**Feb 2017 – May 2017**
Creative Director | Visual Designer | Cosmetique Inc. | Vernon Hills, IL	**Jun 2014 – Jul 2016**
Social Media Coordinator | Graphic Designer | Conscious Community Magazine | Chicago, IL **Graphic**	**Dec 2013 – Jun 2014**
Designer | Art Direction | Gay Chicago Magazine | Chicago, IL	**Jun 2010 – Jul 2011**
Contract Graphic Artist / Illustrator | Trading Advantage | Chicago, IL	**Jun 2008 – Apr 2009**

EDUCATION

Master of Arts (MA) in Creative Business Leadership | 2022 Savannah College of Art & Design, Savannah, GA
GPA: 4.0 | Graduated Summa Cum Laude | Artistic Honors Scholarship

Bachelor of Fine Arts (BFA) in Graphic Design | 2019
Academy of Art University, San Francisco, CA

Certificate in Fine Art, Painting & Drawing, Fashion Design
The School of the Art Institute of Chicago, Chicago, IL

VOLUNTEERING EXPERIENCE

Women's Aerospace Network | 2024
Graphic Designer | Science and Technology

American | Canadian Pet Cancer Foundation | 2022 – 2023
Senior Graphic Designer | Pet Wellness Foundation

Conscious Community Magazine (formerly Monthly Aspectarian Magazine) | 2008 – 2014
Cover Design | Health & Wellness Magazine

CERTIFICATIONS

Analytics Professional Certificate | Nov 2024
Digital Marketing & E-commerce Professional Certificate | Nov 2024
Generative AI Essentials | Nov 2024
Google

Lextant Certification: Design & Research Insight Translation | Oct 2022 Lextant

User Experience (UX) Design Certificate | Aug 2021
Cornell University

AFFILIATIONS

Honor Society - Member | 2023 – Present
AIGA - Member | 2014 – Present
Art Institute of Chicago - Member | 2016 – Present