

# CAROLINE MARIE DABROWSKI

## Creative Advertising Design Lead AI | UI/UX

Portfolio: [Carolinemariadesign.com](https://carolinemariadesign.com) · 847.877.7808 · [Caroline@carolinemarie.design](mailto:Caroline@carolinemarie.design)

### SEEKING FULL-TIME OR INDEPENDENT CONTRACTOR WORK

Innovative creative professional with a passion for blending artistry, strategy and technology to produce visually stunning and purpose-driven designs. Combines expertise in brand storytelling, digital marketing, Generative AI and advanced design techniques to craft memorable user experiences and high-impact marketing campaigns. Thrives on transforming complex ideas into cohesive visual narratives that resonate across platforms, driving engagement and fostering brand loyalty. Proficient in leveraging UI/UX principles, generative AI and emerging design technologies to create cutting-edge solutions that align with modern trends and user needs. A natural leader with a flair for collaboration and a track record of delivering results, pushing creative boundaries to achieve exceptional outcomes.

### CORE COMPETENCIES

- Strategic Brand Leadership
- Generative AI
- Creative Vision Development
- Design Thinking & Innovation
- Executive-level Art Direction
- High-Impact Visual Storytelling
- Cross-Departmental Project Management
- Global Brand Strategy
- Market Positioning Expertise
- Visual Communication
- Creative Problem Solving
- Leadership in Design Innovation
- Marketing Communications
- High-Performance Leadership
- Design Thinking and Implementation

**TECHNOLOGY TOOLS:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Adobe XD, Adobe Express, Adobe Premiere) | Generative AI - Midjourney, Runway, Jasper, Ideogram, Firefly, DALL'E, CoPilot | Wireframing | Figma | Sketch | InVision | Balsamiq | Microsoft Office Suite (PowerPoint, Word, Excel) | Marketo | Google Analytics | Klaviyo | HubSpot | 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.

META - TEKSystems | Remote

Creative Prompt Engineer - AI Advertising and Human Behavior AI Videos

Sept 2025 - Jan 2026

- Performed secondary audits to ensure style fidelity, consistency, and visual accuracy on AI videos and advertisements.
- Worked with the AD Creative team and Human Behavior teams with internal Points of Contact (POCs) in developing comprehensive evaluation guidelines.
- 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.

Lamark Media / Boca Raton | FL - Remote (Project Based)

Dec 2024 - Dec 2025

AI Digital Advertising Creative Lead

- Created interface for new AI advertising software, social marketing 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.
- 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 - July 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.

Mirrione for Governor Campaign LLC - Remote

April 2025 - April 2025

Lead Design Coordinator

- Created marketing campaign design for the campaign including web design and graphics, and marketing materials such as merchandise and business cards.

<b>Stryker / Tempe   - Remote</b> <b>Media Marketing Analyst Graphic Designer</b>	<b>Nov 2024 – Dec 2024</b>
<ul style="list-style-type: none"> <li>• 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.</li> <li>• Heightened social media impact and audience conversion rates by designing compelling advertisements for LinkedIn, Facebook and Instagram, strategically targeting key demographics in the medical device industry.</li> <li>• 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.</li> </ul>	
<b>TrueBlue Inc. / Tacoma   WA - Remote</b> <b>Media Designer</b>	<b>Oct 2023 – Aug 2024</b>
<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> </ul>	
<b>Microsoft - Oxygen   Seattle, WA - Remote</b> <b>Media Graphic Designer</b>	<b>Oct 2023 – Nov 2023</b>
<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> </ul>	

## INDEPENDENT CONTRACTOR ADDITIONAL EXPERIENCE

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

## EDUCATION

<b>Master of Arts (MA) in Creative Business Leadership   2022</b> Savannah College of Art & Design, Savannah, GA GPA: 4.0   Graduated Summa Cum Laude   Artistic Honors Scholarship
<b>Bachelor of Fine Arts (BFA) in Graphic Design   2019</b> Academy of Art University, San Francisco, CA
<b>Certificate in Fine Art, Painting &amp; Drawing, Fashion Design</b> The School of the Art Institute of Chicago, Chicago, IL

## VOLUNTEERING EXPERIENCE

<b>Women’s Aerospace Network   2024</b> Graphic Designer   Science and Technology
<b>American   Canadian Pet Cancer Foundation   2022 – 2023</b> Senior Graphic Designer   Pet Wellness Foundation
<b>Conscious Community Magazine (formerly Monthly Aspectarian Magazine)   2008 – 2014</b> Cover Design   Health & Wellness Magazine

## CERTIFICATIONS

<b>Analytics Professional Certificate   Nov 2024</b> <b>Digital Marketing &amp; E-commerce Professional Certificate   Nov 2024</b> <b>Generative AI Essentials   Nov 2024</b> Google
<b>Lextant Certification: Design &amp; Research Insight Translation   Oct 2022</b> Lextant
<b>User Experience (UX) Design Certificate   Aug 2021</b> Cornell University

## AFFILIATIONS

<b>Honor Society - Member   2023 – Present</b>
<b>AIIGA - Member   2014 – Present</b>
<b>Art Institute of Chicago - Member   2016 – Present</b>