

CAROLINE MARIE DABROWSKI

Creative Advertising Design Lead AI | UI / UX

Portfolio: CarolinemarieDesign.com • 847.877.7808 • 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, AdobFirefly, 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.

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 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**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 | Vtnique 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

Dec 2013 – Jun 2014

Graphic 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**