

# CAROLINE MARIE DABROWSKI

## Creative Advertising Design Lead AI | UI/UX

Portfolio: [Carolinemariadesign.com](http://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. 2008 - Present

META - TEKSystems | Remote

Creative Prompt Engineer - AI Advertising and Human Behavior AI Videos

Sept 2025 - Present

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

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

AI Digital Advertising Creative Lead

Dec 2024 - Present

- Create social marketing ads, videos, storyboards, emails, landing pages, advertisement videos, ebooks, PowerPoint presentations and branding for various national brands using AI video and image generator programs.
- Create design templates for ads, emails and landing pages for new AI software.
- Test and researched generative AI for new modeling of advertising software.
- Create AI generated emails and ads for various brands using Midjourney, Runway, Ideogram, AdobFirefly, DALL'E, CoPilot, Typeset other AI programs. Use Sharepoint for file classification and Asana for project management
- Create wireframes for UI mobile and for desktop website design in Figma

Pure Salt Interiors / Newport Beach, CA - Remote (Freelance - Project Based)

Marketing Lead Graphic Designer

April 2025 - July 2025

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

Mirrione for Governor Campaign LLC - Remote

Lead Design Coordinator

April 2025 - April 2025

- Create 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.

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## 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 | 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**

**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**

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## 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

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## 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

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## 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

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## AFFILIATIONS

**Honor Society - Member | 2023 – Present**

**AIGA - Member | 2014 – Present**

**Art Institute of Chicago - Member | 2016 – Present**