

# CAROLINE MARIE DABROWSKI

Creative Director | Executive Design Lead

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## 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) Generative AI - Midjourney, Jasper, Ideogram, etc. | Figma | Sketch | InVision | Balsamiq | Microsoft Office Suite | Google Analytics | Klaviyo | HubSpot | Asana | Monday.com | SharePoint | HTML/CSS | WordPress | Generative AI | Wireframing | Motion Graphics | Video Editing | UI/UX Prototyping | Animation Design | E-commerce Platforms

## INDEPENDENT CONTRACTOR PROFESSIONAL EXPERIENCE

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

- 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

**Mirrione for Governor Campaign LLC - Remote** April 2025 - April 2025  
**Lead Design Coordinator**

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

**Lamark Media / Boca Raton | FL - Remote** Dec 2024 – Mar 2025  
**AI Digital Advertising Creative Lead**

- Created social marketing ads, emails, landing pages, eBooks, PowerPoint presentations and branding for various national brands.
- 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 ChatGPT, Midjourney, Ideogram, Adobe Stock AI generator among other AI programs. TrueBlue Inc. / Tacoma | WA - Remote Media Designer

**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  
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.

Advocacy Digital Media | Chicago, IL - Remote  
Graphic Designer

Nov 2023 – Jun 2024

- Streamlined complex legal arguments and enhanced courtroom presentations by designing detailed infographics, compelling diagrams, and visually engaging storyboards tailored to the needs of trial lawyers.
- Improved case comprehension and jury impact by developing innovative visual aids, including dynamic storyboards and precise infographics, ensuring clarity and persuasion in legal proceedings.

Microsoft - Oxygen | Seattle, WA - Remote  
Media Graphic Designer

Oct 2023 – Nov 2023

- 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   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

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

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

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

AFFILIATIONS

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