

# CAROLINE MARIE DABROWSKI

GRAPHIC | VISUAL DESIGNER | UI/UX DESIGNER



Tucson, AZ



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www.carolinemariedesign.com

Professional visual, media and UI/UX designer, researcher and content writer with over 15 years experience working with numerous companies in the technology, e-commerce and publishing industries, creating various marketing materials that enhanced their brand identity and communicated their value proposition. I combine creativity, strategy, and technology to solve complex problems and deliver impactful results. I am dedicated to transforming ideas into visually stunning designs that captivate and communicate effectively through detail and creativity. I bring to the table a unique blend of creative vision and strategic acumen, honed through my recent tenure at AI Testing leveraging my background in design and marketing to enhance user engagement and experience.

## SKILLS

Art Direction  
 Project Management  
 UI/UX Design  
 AI/Generative AI  
 User Experience Design  
 Google Analytics | Digital Marketing  
 E-Commerce  
 Brand Identity  
 Advertising  
 Marketing Campaign Design  
 Content Writing  
 Social Media Marketing  
 Power Point Presentation  
 Web Design  
 Design Thinking  
 Wireframe Creation  
 Typography  
 Editorial Design  
 Package Design  
 Motion Design / Animation  
 Video Editing  
 Adobe Creative Suite  
 Microsoft Office Suite  
 InVision / Balsamiq / Figma / Shortpoint  
 Hubspot / Asana / Monday / Sharepoint

## EDUCATION

### Master of Arts (MA)

#### Creative Business Leadership

Savannah College of Art & Design /  
 Savannah, GA / Artistic Honors  
 Scholarship / GPA 4.0

Graduated Summa Cum Laude

2022

### Bachelor of Fine Arts (BFA)

#### Graphic Design

Academy of Art University /  
 San Francisco, CA

2019

### Undergraduate Studies / Certificate

#### Fine Art | Painting & Drawing |

#### Fashion Design

The School of the Art Institute of  
 Chicago / Chicago, IL

## WORK EXPERIENCE

### FREELANCE CONTENT WRITER | AI TESTING | GENERATIVE AI

Outlier / San Francisco, CA / Remote / October 2024 - Present

Testing AI models, writing generalist content, rewriting art model responses to image and prompt pairings, testing new AI functions such as generative AI.

### GRAPHIC DESIGNER - FULL-TIME

TrueBlue Inc. / Tacoma, WA / Remote / October 2023 - August 2024

Developed a new branded website for their SMX brand, create social media and marketing materials for their SIMOS, SMX and Centerline brands including PowerPoint presentations, ebooks, infographics, case studies, article illustrations, website design, flyers, posters, advertisements for LinkedIn and Facebook, campaign concept event advertisements for print and the web.

### GRAPHIC DESIGNER - CONTRACT

Advocacy Digital Media / Chicago, IL / Remote / November 2023 - June 2024

Developed infographics, diagrams and storyboards for their trial lawyer cases.

### MEDIA GRAPHIC DESIGNER - CONTRACT

Microsoft - Oxygen / Seattle, WA / Remote / October 2023 - November 2023

Created storyboards for their online classes, PowerPoint presentations launch pages, brand kits as well as other marketing materials.

### GRAPHIC DESIGNER - FULL-TIME - CONTRACT

UL Solutions / Chicago, IL / Remote / May 2023 - August 2023

Created various marketing materials including e-books, white papers, info sheets, infographics, flow charts, PowerPoint presentations, data sheets, executive bios, case studies, reports, brochures, white papers, flyers, briefs, social media advertisements, web banners, graphics and diagrams.

### GRAPHIC DESIGNER - FULL-TIME - CONTRACT

Forcepoint / Texas / Remote / October 2022 - April 2023

Created various marketing materials including PowerPoint presentations, data sheets, executive bios, case studies, reports, brochures, white papers, flyers, briefs, social media advertisements, web banners, graphics, diagrams, infographics, large format trade show booth design, event deliverables, animation, motion design and event brand design.

Used Figma software in creating wireframes and mockups of website and mobile design. Had daily work meetings with creative team on work projects using Asana project management software.

### GRAPHIC DESIGNER - CONTRACT

Witt Kieffer / Chicago, IL / Remote / April 2022 - September 2022

Designed various digital and print marketing materials including editorial report layouts, infographics, data visualization, leadership profile documents and advertisements, social media banners and logos for the healthcare, pharmaceutical and corporate industries.

### GRAPHIC DESIGNER - CONTRACT

Vetnique Labs / Naperville, IL / Remote / December 2021 - June 2022

Created digital and print marketing materials including print advertisements, social media marketing, animations, web banners, illustrations, animation, motion design, updating product images for various channels and updating the brand manual guidelines.

## SOCIAL



LinkedIn

LinkedIn / carolinemariadesign



Instagram

Instagram / carolinemariadesign

## CERTIFICATE

### GOOGLE

Analytics Professional Certificate  
October 2024

### GOOGLE

Digital Marketing & E-commerce  
Professional Certificate  
October 2024

### GOOGLE

Generative AI Essentials  
October 2024

### LEXTANT

Lextant Certification: Design &  
Research Insight Translation™  
October 2022

### CORNELL UNIVERSITY

User Experience (UX) Design Certificate  
August 2021

## VOLUNTEER

### WOMEN'S AEROSPACE NETWORK

#### GRAPHIC DESIGNER

Science and Technology  
2024 - Present

### AMERICAN | CANADIAN PET CANCER FOUNDATION

#### SENIOR GRAPHIC DESIGNER

Pet Wellness Foundation  
2022 - 2023

### CONSCIOUS COMMUNITY MAGAZINE

(FORMERLY MONTHLY ASPECTARIAN MAGAZINE)

#### COVER DESIGN

Health & Wellness Magazine  
2008 - 2014

## AFFILIATIONS

### HONOR SOCIETY

Member  
2023 - Present

### AIGA

Member  
2014 - Present

### ART INSTITUTE OF CHICAGO

Member  
2016 - Present

## WORK EXPERIENCE

### VISUAL DESIGNER | ART DIRECTION

*Siné Qua Non Salons / Chicago, IL / July 2018 - December 2021*

Design various projects including training manuals, editorial and layout design, web design, digital marketing materials, logos, social media graphics and marketing, brochures, apparel design, advertising, posters, brand identity, business cards, illustration, technical illustration, charts, animations for social media platforms, infographics, photo editing and retouching.

### VISUAL DESIGNER | ART DIRECTION

*Colby Gallery / Chicago, IL / November 2016 - July 2018*

Designed various projects including marketing materials, advertisements, web graphics, business cards, logo design, brochures, book design, layout, branding, illustration, apparel design, clothing labels, photography, photo editing, and retouching.

### ECOMMERCE GRAPHIC DESIGNER & PHOTOGRAPHER

*Gage Diamonds LLC. / Chicago, IL / February - May 2017*

Created digital advertisements for websites and social media sites, redesigned website layout as well as UI/UX mobile layout, photographed set displays of fine jewelry with a Canon T3 camera with a macro lens and a Nikon L340 camera, photographed fine jewelry in 360 with an Alpha Shot 360 Camera, edited and retouched high-end fine jewelry photos, designed digital advertising banners and graphics for social media sites, website banners, and wrote copy for social media sites.

### CREATIVE DIRECTOR | VISUAL DESIGNER

*Cosmetique Inc. / Vernon Hills, IL / June 2014 - July 2016*

Worked with the CEO and web developers in redesigning the website and brand identity in HTML, CSS and Wordpress as well as UI/UX mobile layout design. Created concepts and designs for product seasonal and monthly product advertising campaigns. Created digital and print advertising and marketing for the website, social websites, and print catalogs. Created catalog editorial layouts, email marketing design and execution, charts, infographics, brochures, product photography, photo retouching, PowerPoint presentations, created content and maintained website and social media platforms, social media marketing, package design, copywriting, and proof reading.

### SOCIAL MEDIA COORDINATOR | GRAPHIC DESIGNER

*Conscious Community Magazine / Chicago, IL / December 2013 - June 2014*

Worked on various projects including graphic design, article writing, digital and print advertising, social media, editorial, web design and web maintenance, email marketing design, assisting with book signings, event management, social media marketing, attended company sponsored events, took photographs and reported on social media outlets.

### GRAPHIC DESIGNER | ART DIRECTION

*Gay Chicago Magazine / Chicago, IL / June 2010 - July 2011*

Worked with the publisher in redesigning the editorial layout and website. Wrote and edited articles. Created weekly editorial layout and advertisements for the print and web magazine. Worked with advertisers, photographers, writers and editors to execute ad content and design. Created cover art for magazine. Edited and retouched photos including photo manipulation. Created web banners and art for website. Created publication design employing following programs: CS5 Suite (Photoshop, Illustrator, Indesign) Quark on Mac Platform. Attended company sponsored events, took photographs and reported on social media outlets.

### CONTRACT GRAPHIC DESIGNER

*Trinity Design Group | 7 Wcked Vrtues / Los Angeles, CA / Remote / April 2008 - June 2010*

Created illustration designs for the apparel line "7 Wcked Vrtues". Edited and retouched photos including photo manipulation in Photoshop. Designed print ads for the company.

### CONTRACT GRAPHIC ARTIST / ILLUSTRATOR

*Trading Advantage / Chicago, IL / June 2008 - April 2009*

Created one hundred illustrations for their Trading Advantage book that was featured on their website using Adobe Illustrator, Adobe Photoshop, and hand sketches.