

KAROLINA GOSTOMSKI

Graphic Designer

OBJECTIVE Graphic Designer with a degree in Visual Communications from Loyola University, combining extensive experience in marketing and branding, with expertise as a Prepress Technician. Proven ability to craft compelling visual narratives, reduce production errors, and streamline design-to-print workflows. Seeking a role to leverage creative, technical, and strategic skills to deliver impactful designs that align with a forward-thinking organization's vision.

EDUCATION

Loyola University Chicago
BFA, Visual Communications
Aug 2019 - May 2023

- Presented the Trustee Award for Academic Achievements
- Awarded Dean's Lists 2022/2023
- Represented the Loyola University Psychology Association as Public Relations Director

CERTIFICATIONS

User Experience Design (UX)
Upskillist
Issued Sept 2023

LANGUAGES

Spanish Intermediate
Polish Fluent

SKILL & PROGRAMS

Adobe Illustrator	Advanced
Adobe Photoshop	Advanced
Adobe InDesign	Proficient
Adobe XD/Figma	Proficient
Adobe Acrobat	Proficient
Adobe After Effects	Intermediate
HTML	Intermediate
Javascript	Beginner

CONTACT

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EXPERIENCE

Prepress Technician
Cat-I Glass Manufacturing, South Elgin
2023 - Present

- **Ensured high-quality production** by preparing accurate, print-ready files, including color correction, proper formatting, and adherence to bleed/margin requirements
- **Reduced quarterly production errors by 50%** through meticulous attention to detail and proactive troubleshooting of file inconsistencies
- **Streamlined design-to-print workflows** by leveraging expertise in Adobe Creative Suite to optimize files for production
- Improved efficiency and cost-effectiveness by **anticipating and resolving printing issues**, such as font embedding, trapping, and overprint settings
- **Applied deep knowledge of print technologies** (offset, digital, screen printing) to advise on substrate and ink choices for optimal results
- Enhanced design outcomes by **integrating creative skills with technical prepress expertise**

Design Specialist
IDL Ventures, Chicago
2022 - 2023

- Spearheaded the creation of multimedia assets, resulting in the **enhanced brand identity** and market positioning of startup businesses
- Elevated online presence through strategic email and web design initiatives, leading to a **substantial increase in user engagement**
- Conducted comprehensive **market research and competitor analysis** to inform design decisions, ensuring alignment with industry trends
- Mastered design challenges by harmonizing creativity with practical solutions, effectively **bolstering brand growth** in a rapidly changing market
- Collaborated on the development of design style guides, **fostering consistent branding** across all materials and communication

Public Relations Director
Loyola University Psychology Association, Chicago
2022 - 2023

- Led media metrics to optimize content strategies, **amplifying outreach impact** with measurable results
- Maximized event attendance by strategically leveraging social media, using attention-grabbing graphics to **drive a substantial increase in participation**
- Mentored incoming directors, ensuring a seamless transition and upholding high design standards in PR efforts
- Applied graphic design skills to create materials, significantly **enhancing the association's reputation and message delivery** in PR campaigns