

KAROLINA GOSTOMSKI

Creative & Marketing Professional

CONTACT

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[LinkedIn](#) | [Portfolio](#)

EDUCATION

Loyola University Chicago

BFA, Visual Communications

- Presented the Trustee Award for Academic Achievements
- Dean's List (multiple semesters)
- Represented the Loyola University Psychology Association as Public Relations Director

CERTIFICATIONS

User Experience Design

Upskillist, Issued December 2023

- Foundational UX Principles
- User Research, Prototyping
- Figma, Design Process

SKILLS

Design & Creative Tools

- *Adobe Illustrator, Photoshop, InDesign, After Effects*

Web & UX

- *HTML, JavaScript, Figma, Adobe XD*

Marketing & Communication

- *MailChimp, Microsoft 365, Canva*

Production & Technical

- *Adobe Acrobat, AutoCAD, Prepress File Preparation*

LANGUAGES

Polish (*Fluent*), Spanish (*Advanced*)

OBJECTIVE

Multidisciplinary designer with a BFA in Visual Communications and a passion for creating visually compelling, audience-driven work. Experienced in branding, digital and print production, and cross-functional collaboration. Seeking opportunities to contribute bold, strategic design solutions that elevate brand presence, streamline processes, and support meaningful user experiences.

EXPERIENCE

Prepress Technician

Cat-i Glass Manufacturing, South Elgin

2023 - Present

- **Ensure high-quality production** by preparing accurate, print-ready files, including color correction, proper formatting, and adherence to bleed/margin requirements
- **Reduce quarterly production errors by 50%** through meticulous **attention to detail and proactive troubleshooting** of file inconsistencies
- Streamline design-to-print workflows by **leveraging expertise in Adobe Creative Suite** to optimize files for production
- Improve efficiency and cost-effectiveness by **anticipating and resolving printing issues**
- Apply **knowledge of print technologies to advise** on substrate and ink choices for optimal results
- Enhance 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

Public Relations Director

Loyola 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**