

# 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

## LANGUAGES

Polish *Fluent*  
Spanish *Advanced*

## SKILLS

Adobe Illustrator	<i>Advanced</i>
Adobe Photoshop	<i>Advanced</i>
Adobe InDesign	<i>Proficient</i>
Adobe XD, Figma	<i>Proficient</i>
Adobe Acrobat	<i>Proficient</i>
Adobe After Effects	<i>Proficient</i>
AutoCAD	<i>Advanced</i>
HTML, Javascript	<i>Intermediate</i>
AutoCAD	<i>Advanced</i>
MailChimp	<i>Advanced</i>
Canva	<i>Advanced</i>
Microsoft 365	<i>Advanced</i>

## OBJECTIVE

Resourceful and detail-driven creative professional with a BFA in Visual Communications and experience spanning graphic design, branding, marketing strategy, and cross-functional coordination. Skilled in creating impactful visual assets, managing content campaigns, and streamlining design-to-production workflows. Passionate about translating ideas into effective visuals and messaging that support organizational goals, audience engagement, and team collaboration.

## 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**