

KAROLINA GOSTOMSKI

Visual Designer

CONTACT

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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*

LANGUAGES

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

OBJECTIVE

Brand and visual designer who creates compelling design solutions that drive measurable engagement and strengthen brand identity across digital and print platforms.

EXPERIENCE

Print Production & Design Specialist 2023 - Present

Cat-i Glass Manufacturing, South Elgin

- **Design branded materials** including employee key cards, promotional t-shirts and company collateral
- Design solutions for clients lacking source files, **translating technical requirements into production-ready artwork**
- Refine and optimize client designs to **meet production standards and improve visual quality**
- **Reduce quarterly production errors by 50%** through detailed quality control and proactive design troubleshooting

Design Specialist 2022 - 2023

IDL Ventures, Chicago

- **Enhanced startup brand identity** and market positioning through multimedia asset creation
- Improved online presence through email and web design, **increasing user engagement by 30%**
- **Conducted market research and competitor analysis** to inform design strategy
- Streamlined brand guidelines into practical templates, enabling non-designers to **create consistent materials**

Public Relations Director 2022 - 2023

Loyola Psychology Association, Chicago

- Analyzed media metrics to **optimize content strategies** and **improve outreach impact**
- Increased event attendance by **90%** through **strategic social media and graphic design**
- Mentored incoming directors and **maintained high design standards** for PR materials
- Created graphic design materials that **enhanced the association's reputation** and messaging