

KAROLINA GOSTOMSKI

Creative & Marketing Professional

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*

Production & Technical
▪ *Adobe Acrobat, AutoCAD, Prepress File Preparation*

LANGUAGES

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

OBJECTIVE

Creative strategist and technical problem-solver who transforms brand challenges into results-driven solutions, optimizing both visual impact and production efficiency.

EXPERIENCE

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

- **Prepare accurate print-ready files** including color correction, formatting, and bleed/margin requirements
- **Reduce quarterly production errors by 50%** through detailed quality control and file troubleshooting
- Streamline design-to-print workflows by **optimizing files in Adobe Creative Suite**
- Guide substrate and ink selection to **ensure first-time print success** and **minimize production delays**
- Reduce costs and improve efficiency by **proactively resolving print issues**

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