

KAROLINA GOSTOMSKI

Graphic Designer

CONTACT

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

EDUCATION

Loyola University Chicago
BFA, Visual Communications

- 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
Upskillist, Issued December 2023

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

LANGUAGES

Polish *Fluent*
Spanish *Intermediate*

SKILLS & PROGRAMS

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|---------------------|---------------------|
| 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>Intermediate</i> |
| HTML | <i>Intermediate</i> |
| Javascript | <i>Beginner</i> |

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.

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**, such as font embedding, trapping, and overprint settings
- 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
- Collaborated on the development of design style guides, **fostering consistent branding** across all materials and communication

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** in PR campaigns