

# CAROLINE MARIE DABROWSKI

Senior Creative Director | Executive Design Lead

Portfolio: [www.carolinemariadesign.com](http://www.carolinemariadesign.com) · 847.877.7808 · [caroline@carolinemarie.design](mailto:caroline@carolinemarie.design) · Tucson, AZ

## PROFESSIONAL SUMMARY

Innovative creative professional with a passion for blending artistry, strategy and technology to produce visually stunning and purpose-driven designs. Combines expertise in brand storytelling, digital marketing and advanced design techniques to craft memorable user experiences and high-impact marketing campaigns. Thrives on transforming complex ideas into cohesive visual narratives that resonate across platforms, driving engagement and fostering brand loyalty. Proficient in leveraging UI/UX principles, generative AI and emerging design technologies to create cutting-edge solutions that align with modern trends and user needs. A natural leader with a flair for collaboration and a track record of delivering results, pushing creative boundaries to achieve exceptional outcomes.

## CORE COMPETENCIES

- Strategic Brand Leadership
- Creative Vision Development
- Design Thinking & Innovation
- Executive-level Art Direction
- High-Impact Visual Storytelling
- Cross-Departmental Project Management
- Global Brand Strategy
- Market Positioning Expertise
- Creative Problem Solving
- Leadership in Design Innovation
- Marketing Communications
- High-Performance Leadership

**TECHNOLOGY TOOLS:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects) | Figma | Sketch | InVision | Balsamiq | Microsoft Office Suite | Google Analytics | HubSpot | Asana | Monday.com | SharePoint | HTML/CSS | WordPress | Generative AI | Wireframing | Motion Graphics | Video Editing | UI/UX Prototyping | Animation Design | E-commerce Platforms

## PROFESSIONAL EXPERIENCE

Stryker / Tempe | AZ - Remote

Nov 2024 – Present

### Marketing Analyst Graphic Designer (Contract)

- Amplified brand recognition and customer engagement by producing meticulously crafted case studies, brochures, eBooks and PowerPoint presentations, ensuring alignment with Stryker's branding standards and regional compliance protocols.
- Heightened social media impact and audience conversion rates by designing compelling advertisements for LinkedIn, Facebook and Instagram, strategically targeting key demographics in the medical device industry.
- Secured legal adherence and cultural relevance by transforming global marketing documents into region-specific formats, maintaining consistent brand messaging and regulatory compliance across diverse markets.

Outlier / San Francisco | CA - Remote

Oct 2024 – Present

### Freelance Content Writer | AI Testing | Generative AI

- Bolstered the accuracy and responsiveness of AI systems by rigorously testing models, analyzing performance, and providing actionable feedback to refine generative AI capabilities and ensure optimal functionality.
- Refined user engagement and AI-generated outputs by rewriting art model responses for diverse image-prompt pairings, ensuring content alignment with intended user experiences and creative expectations.
- Advanced AI innovation and usability by evaluating and testing newly implemented generative AI features, identifying potential improvements, and collaborating with developers to deliver seamless and efficient functionalities.

TrueBlue Inc. / Tacoma | WA - Remote

Oct 2023 – Aug 2024

### Media Designer (Full Time)

- Elevated brand identity and user engagement by designing and developing a visually striking branded website for SMX, incorporating seamless navigation, responsive layouts, and compelling visuals.
- Boosted multi-brand marketing efforts by producing high-quality eBooks, infographics, case studies, and PowerPoint presentations tailored for SIMOS, SMX, and Centerline brands, ensuring consistent messaging and aesthetics.
- Maximized campaign effectiveness and audience reach by conceptualizing and executing advertisements, event promotions, flyers, posters, and video edits for LinkedIn, Facebook, print, and web platforms.

Advocacy Digital Media | Chicago, IL - Remote

Nov 2023 – Jun 2024

**Graphic Designer (Contract)**

- Streamlined complex legal arguments and enhanced courtroom presentations by designing detailed infographics, compelling diagrams, and visually engaging storyboards tailored to the needs of trial lawyers.
- Improved case comprehension and jury impact by developing innovative visual aids, including dynamic storyboards and precise infographics, ensuring clarity and persuasion in legal proceedings.

Microsoft - Oxygen | Seattle, WA - Remote

Oct 2023 – Nov 2023

**Media Graphic Designer (Contract)**

- Enhanced the effectiveness of online education programs by designing visually captivating storyboards, launch pages, and PowerPoint presentations, ensuring cohesive branding and an engaging user experience.
- Increased marketing communications through the development of rich brand tool boxes and a broad range of promotional activities based on strategic objectives and audience perceptions.

UL Solutions | Chicago, IL - Remote

May 2023 – Aug 2023

**Graphic Designer (Full-Time - Contract)**

- Optimized marketing approaches and target receivership via creation of numerous materials such as e-books, executive profile, white papers and brochures, tailored to support diverse branding initiatives and campaigns.
- Coordinated the message delivery and brand exposure through the creation of aesthetically invigorating, PowerPoint templates, web banners, data sheets, case presentations and promotional flyers for both electronic and print media uses.

## ADDITIONAL EXPERIENCES

Graphic Designer (Full-Time - Contract) | Forcepoint | Austin, Texas – Remote

Oct 2022 – Apr 2023

Graphic Designer (Contract) | Witt Kieffer | Chicago, IL - Remote

Apr 2022 – Sep 2022

Graphic Designer (Contract) | Vetnique Labs | Naperville, IL - Remote

Dec 2021 – Jun 2022

Visual Designer | Art Direction | Siné Qua Non Salons | Chicago, IL

Jul 2018 – Dec 2021

Visual Designer | Art Direction | Colby Gallery | Chicago, IL

Nov 2016 – Jul 2018

Ecommerce Graphic Designer & Photographer | Gage Diamonds LLC. | Chicago, IL

Feb 2017 – May 2017

Creative Director | Visual Designer | Cosmetique Inc. | Vernon Hills, IL

Jun 2014 – Jul 2016

Social Media Coordinator | Graphic Designer | Conscious Community Magazine | Chicago, IL

Dec 2013 – Jun 2014

Graphic Designer | Art Direction | Gay Chicago Magazine | Chicago, IL

Jun 2010 – Jul 2011

Contract Graphic Artist / Illustrator | Trading Advantage | Chicago, IL

Jun 2008 – Apr 2009

## EDUCATION

Master of Arts (MA) in Creative Business Leadership | 2022

Savannah College of Art & Design, Savannah, GA

GPA: 4.0 | Graduated Summa Cum Laude | Artistic Honors Scholarship

Bachelor of Fine Arts (BFA) in Graphic Design | 2019

Academy of Art University, San Francisco, CA

Certificate in Fine Art, Painting & Drawing, Fashion Design

The School of the Art Institute of Chicago, Chicago, IL

## VOLUNTEERING EXPERIENCE

Women’s Aerospace Network | 2024

Graphic Designer | Science and Technology

American | Canadian Pet Cancer Foundation | 2022 – 2023

Senior Graphic Designer | Pet Wellness Foundation

Conscious Community Magazine (formerly Monthly

Aspectarian Magazine) | 2008 – 2014

Cover Design | Health & Wellness Magazine

## CERTIFICATIONS

Analytics Professional Certificate | Nov 2024

Digital Marketing & E-commerce Professional Certificate | Nov 2024

Generative AI Essentials | Nov 2024

Google

Lextant Certification: Design & Research Insight Translation | Oct 2022

Lextant

User Experience (UX) Design Certificate | Aug 2021

Cornell University

## AFFILIATIONS

Honor Society - Member | 2023 – Present

AIGA - Member | 2014 – Present

Art Institute of Chicago - Member | 2016 – Present