

Karolina Dzwonek

DIGITAL DESIGNER

078217 61528

karolinadzwonek@yahoo.co.uk

www.behance.net/dzwonek

Creative digital designer. Experienced within e-commerce, agency and marketing environments. Able to combine strategic vision with latest trends and hands on implementation to create intuitive and impactful design. An effective communicator with strong interpersonal skills developed through team work. A quick learner, hardworking, committed and self-motivated. Comfortable working in fast-paced, deadline-driven conditions.

RELEVANT WORK EXPERIENCE

DIGITAL DESIGNER

BOUNTY UK Ltd, Welwyn Garden City/Stevenage | 06/2015 to present

- Designing and developing creative and effective marketing campaigns such as responsive emails, competitions, feature pages and banner ads, as well as maintaining day to day changes to the company's website and app (Sitecore CMS, Adobe Suite (Dreamweaver, Photoshop, Illustrator, InDesign), HTML, CSS, Figma, Google Ad Manager, Oracle Responsys)
- Cross platform design, coding and testing to make sure each project brief is completed in full, on time and in line with respective clients' standards and branding that will ultimately drive revenue for the business
- Broad portfolio of clients incl. P&G, Boots, Tesco, Kimberly Clark, H&M, Vitabiotics, UKHSA, Mamas&Papas, L'Oréal, Dyson, Mama Mio, Lidl.
- Working with sale and marketing teams to generate ideas for pitching and proposals
- Providing quality control and best practice solutions for design outputs and production

DIGITAL DESIGNER

SIGNATURE GIFTS Ltd, Harpenden | 10/2010 – 06/2015

- Designing, producing and testing HTML emails, banners, landing pages and images for three companies websites: gonedigging.co.uk, historic-newspapers.co.uk and simplypersonalized.com
- Planning, organising and art-directing all photo shoots for website and digital marketing, ensuring the needs of each touch point are met while maintaining overall brand consistency
- Creating and updating web content using databases, CMS and FTP server systems
- Working with key content suppliers to provide as much detail about the product as possible online
- Mentoring and managing junior team members

SKILLS

Adobe Creative Suite

UX/UI

Responsive Design

HTML/CSS

Figma

Microsoft Office

Research / Creative

Attention to Detail

Logical Thinking

Teamwork

EDUCATION

BA (HONS) - 2.1 IN SOFTWARE SYSTEMS FOR THE ARTS AND MEDIA

University of Hertfordshire

Hatfield, UK

DIPLOMA WITH DISTINCTION IN CERAMICS AND DESIGN

Opus-Art, Fine Art College

Sosnowiec, Poland

Karolina Dzwonek

DIGITAL DESIGNER

RELEVANT WORK EXPERIENCE (CONTINUED)

FREELANCE GRAPHIC AND WEB DESIGNER

2007 – 2010

Design Logo, Branding, Business Cards, Wedding Invitations, and building websites for a variety of clients. Owning project briefs from start to completion within agreed time frames

- Freelance work for lingoBee Ltd, London. Helping with the production of websites for; H&M (Lanvin campaign 2010), Fosters and Royal Mail.
- Conceptualizing new designs for marketing material for Architectural Light Solutions Ltd, Harpenden
- Designing various leaflets for the Royal Veterinary College Student Union, Hatfield
- Graphic and web design/development for The Red Tent and Quality Assured Assessments
- Designing leaflets, ads and business cards for several businesses in St Albans and Harpenden.
- Designing cover and illustrations, and coordinating production on several collections of poetry books in Sosnowiec, Poland

INTERESTS

Design
Photography
Architecture
Interior Design
Life Drawing
History of Art
Current Affairs
Walking
Travelling