

CAROLINE MARIE DABROWSKI

VISUAL DESIGNER | PHOTOGRAPHER | ILLUSTRATOR



Chicago Area, Illinois



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www.carolinemariadesign.com

I am a passionate, detail-oriented visual/graphic designer, photographer, and illustrator with a multi-faceted creative background in advertising, holistic health and wellness, magazine and book publishing, retail luxury brands, and E-commerce. I have built and designed advertising campaigns, and have experience in project management. I am a visual storyteller, and my success comes from combining powerful words and images to create sharp, clear messages. My strong communication skills and extensive design experience give me the ability to transform client objectives into compelling and effective solutions. I believe in constantly evolving in your skills and studying different creative mediums, which in turn develop your design aesthetic. I have had proven success in working independently or in a team. I believe truly successful design comes from being a good listener, a great interpreter, dedication, hard work, problem solving and emotional intelligence.

SKILLS

- Art Direction
- Project Management
- Campaign Design
- Brand Identity
- Advertising Design
- Graphics and Web Design
- Book Design
- Product Photography
- Social Media Marketing
- Email Design Marketing
- Typography
- Editorial Design
- Package Design
- Copywriting
- Animation
- UI/UX Design
- Illustration
- Adobe Creative Suite
- Microsoft Office
- HTML/CSS
- InVision/Balsamiq/Figma
- Research

EDUCATION

Master of Arts (MA)

Creative Business Leadership

Savannah College of Art & Design /
Savannah, GA / Artistic Honors
Scholarship / GPA 4.0

2022

Bachelor of Fine Arts (BFA)

Graphic Design

Academy of Art University /
San Francisco, CA

2019

WORK EXPERIENCE

VISUAL DESIGNER | ART DIRECTION

Siné Qua Non Salons / Chicago, IL / 2018 - Present

Design various projects including training manuals, editorial and layout design, web design, digital marketing materials, logos, social media graphics and marketing, brochures, apparel design, advertising, posters, brand identity, business cards, illustration, technical illustration, charts, animations for social media platforms, infographics, photo editing and retouching.

OWNER | CREATIVE DIRECTOR

Caroline Marie Design LLC. / Park Ridge, IL / 2021- Present

Advertising design, packaging, marketing, web design, print design, digital design, social media marketing, illustration, editorial, web content, copy writing, creative writing, UI/UX design, apparel, photography, fine art and brand identity for various clients.

VISUAL DESIGNER | ART DIRECTION

Colby Gallery / Chicago, IL / 2016 - 2018

Designed various projects including marketing materials, advertisements, web graphics, business cards, logo design, brochures, book design, layout, branding, illustration, apparel design, clothing labels, photography, photo editing, and retouching.

FREELANCE WRITER | COLUMNIST

Successstory.com / National / 2015 - 2018

Freelance writer for the website. Wrote various inspiring articles on success, yoga, meditation, and holistic health. Researched topics and interviewed subjects for review.

ECOMMERCE GRAPHIC DESIGNER & PHOTOGRAPHER

Gage Diamonds LLC. / Chicago, IL / 2017

Created digital advertisements for websites and social media sites, redesigned website layout as well as UI/UX mobile layout, photographed set displays of fine jewelry with a Canon T3 camera with a macro lens and a Nikon L340 camera, photographed fine jewelry in 360 with an AlphaShot 360 Camera, edited and retouched high-end fine jewelry photos, designed digital advertising banners and graphics for social media sites, website banners, and wrote copy for social media sites.

CREATIVE DIRECTOR | VISUAL DESIGNER

Cosmetique Inc. / Vernon Hills, IL / 2014 - 2016

Worked with the CEO and web developers in redesigning the website and brand identity in HTML, CSS and Wordpress as well as UI/UX mobile layout design. Created concepts and designs for product seasonal and monthly product advertising campaigns. Created digital and print advertising and marketing for the website, social websites, and print catalogs. Created catalog editorial layouts, email marketing design and execution, charts, infographics, brochures, product photography, photo retouching, PowerPoint presentations, created content and maintained website and social media platforms, social media marketing, package design, copywriting, and proof reading.

SOCIAL



LinkedIn

LinkedIn / carolinemariadesign



Behance

Behance / carolinemariadesign



Instagram

Instagram / carolinemariadesign

CERTIFICATE

CORNELL UNIVERSITY

User Experience (UX) Design Certificate

2021

THE SCHOOL OF THE ART INSTITUTE OF CHICAGO

Fine Arts Painting Certificate

(In Progress)

VOLUNTEER

CHALK IT UP!

BRAND IDENTITY

Children's Youth Program

2008 - 2010

CHILDREN'S 5K WALK

BRAND IDENTITY

Children's Marathon

2008 - 2010

CONSCIOUS COMMUNITY MAGAZINE

(FORMERLY MONTHLY ASPECTARIAN MAGAZINE)

COVER DESIGN

Health & Wellness Magazine

2008 - 2014

AFFILIATIONS

AIGA

Member

2014 - Present

ART INSTITUTE OF CHICAGO

Member

2016 - Present

WORK EXPERIENCE

FREELANCE WRITER | CHICAGO HOLISTIC HEALTH EXAMINER

Examiner.com / National / 2009 - 2016

Chicago Holistic Health Examiner for the online platform. Researched topics, wrote inspirational, analytical, and informative articles on holistic health, healing and wellness for women. I also interviewed subjects for review and wrote product reviews for different companies in the area.

ART DIRECTOR INTERNSHIP

FV Magazine / New York, NY / Summer 2014

Managed the graphic design staff in creating print and digital materials for magazine. Worked on projects including cover design, editorial layout, advertisements, trend reports, media kits, social media, email, copywriting, and website design. and UI/UXdesign. Researched current trends and created style guides for the upcoming Fall season.

SOCIAL MEDIA COORDINATOR | GRAPHIC DESIGNER

Conscious Community Magazine / Chicago, IL / 2013 - 2014

Worked on various projects including graphic design, article writing, digital and print advertising, social media, editorial, web design and web maintenance, email marketing design, assisting with book signings, event management, social media marketing, attended company sponsored events, took photographs and reported on social media outlets.

GRAPHIC DESIGNER

Rocklin Irving Advertising / Lincolnwood, IL / 2013

Designed advertisements, marketing materials, web graphics and banners.

BOOK COVER DESIGNER

James W. Nelson "The Bellwether" / National / 2011

Illustrated book design cover for "The Bellwether" by James W. Nelson. Created cover design including photo manipulation, photo editing and retouching, typography, layout design, and illustration.

GRAPHIC DESIGNER | ART DIRECTION

Gay Chicago Magazine / Chicago, IL / 2010 - 2011

Worked with the publisher in redesigning the editorial layout and website. Wrote and edited articles. Created weekly editorial layout and advertisements for the print and web magazine. Worked with advertisers, photographers, writers and editors to execute ad content and design. Created cover art for magazine. Edited and retouched photos including photo manipulation. Created web banners and art for website. Created publication design employing following programs: CS5 Suite (Photoshop, Illustrator, Indesign) Quark on Mac Platform. Attended company sponsored events, took photographs and reported on social media outlets.

GRAPHIC DESIGNER

IrBiz Inc. / Chicago, IL / 2009

Designed and branded logo for IrBiz company. Designed logo for and sponsored Children's 5K Marathon Walk. Designed logo for Chalk It Up! Children's youth program.

CONTRACT GRAPHIC DESIGNER

Trinity Design Group | 7 Wcked Vrtues / Los Angeles, CA / 2008 - 2010

Created illustration designs for the apparel line "7 Wcked Vrtues". Edited and retouched photos including photo manipulation in Photoshop. Designed print ads for the company.

CONTRACT GRAPHIC ARTIST / ILLUSTRATOR

Trading Advantage / Chicago, IL / 2008

Created one hundred illustrations for their Trading Advantage book that was featured on their website using Adobe Illustrator, Adobe Photoshop, and hand sketches.