

Hi!

I'm **Karolina,**  
{ graphic designer }



## ABOUT ME

I am a Graphic Designer specializing in B2B and B2C marketing materials, branding, and digital design. With expertise in print, web, e-learning, and UI/UX, I create visually compelling solutions that enhance brand presence and engagement.

My work includes website branding, interactive e-learning designs, email marketing, social media content, video graphics, and business dashboards, ensuring a seamless balance of creativity and functionality.



## JOB EXPERIENCE

2022 – 2024

### Graphic Designer "SUPERYOU"

Created B2B and B2C marketing materials which were used in Baltic market campaigns, staying in line with brand consistency and audience engagement targets.

UI / UX

BRANDING

PRINT

- Worked on gamification elements in the marketing materials which were created for the B2B sector.
- Based on client provided themes, created graphical campaigns used to drive partner engagement.
- Creating prints for products that are displayed in the physical and online franchises.
- Working on B2C focused website designs, updating majority of in site marketing materials, keeping on track with UI and UX principles.
- Adjusting or creating e-mail templates, to relay the desired message for a new product.

2018 – 2022

### Graphic Designer "Talentator"

Graphic Design & Digital Branding  
Experience

GRAPHIC

UI / UX

E-LEARNING

- Developed interactive e-learning designs, implementing UI and UX principles while collaborating with scriptwriters, e-learning developers, and analyzing test results.
- Designed website branding materials for the B2B sector, ensuring brand consistency and visual impact.
- Designed email marketing materials tailored for B2B campaigns, enhancing engagement.
- Developed marketing materials for social media in the B2B sector, including both digital.
- Created graphical solutions for video production, enhancing visual storytelling and branding.

## PROGRAMS I LOVE TO USE:



Illustrator



Photoshop



XD



InDesign



Figma



ChatGPT



Firefly

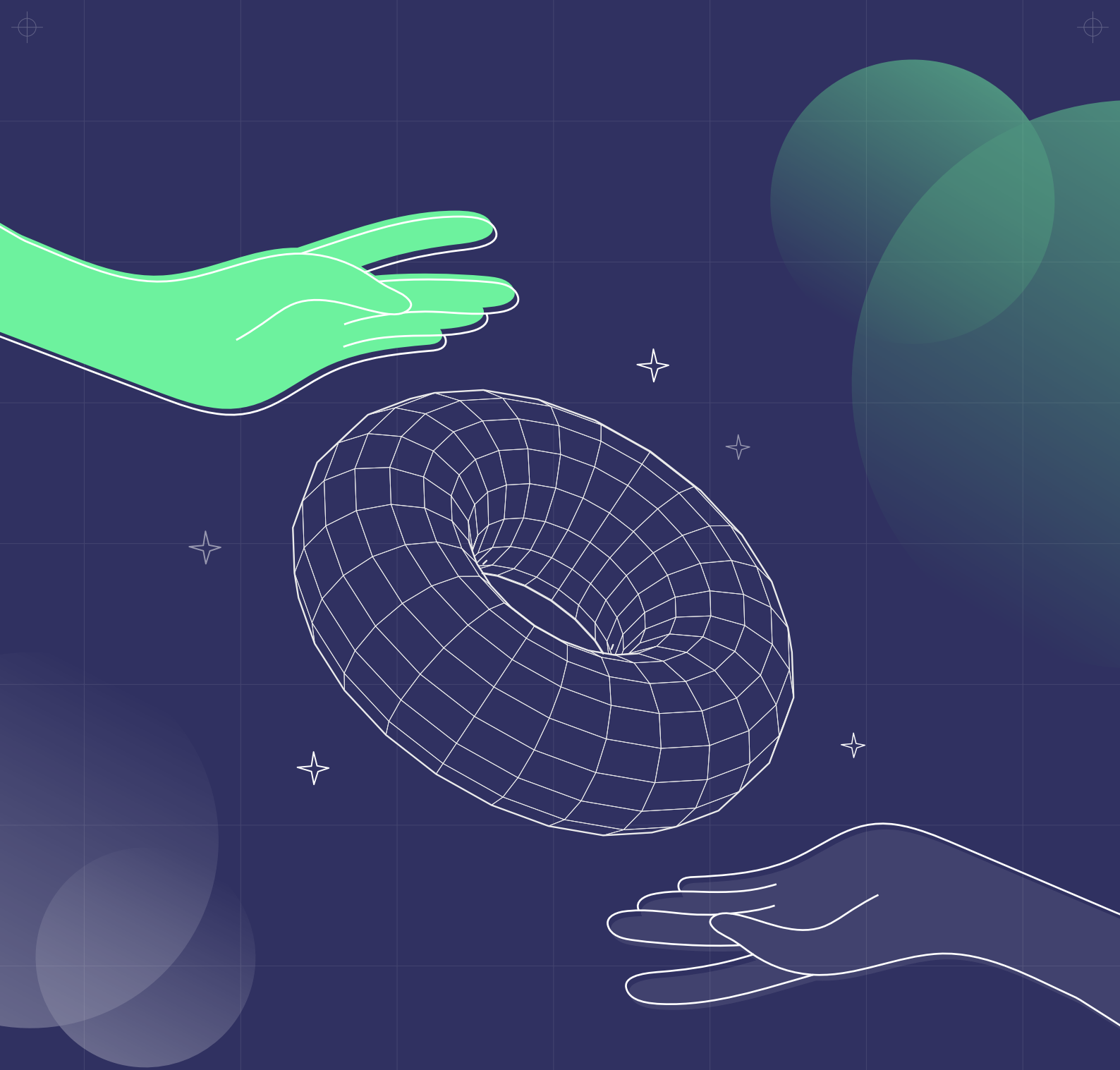
## CONTACTS :

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+370 637 16263





# PORTFOLIO

Due to the confidential nature of my work, many of my projects are protected under NDAs. However, I have included a selection of personal and independent projects that showcase my skills and expertise.





# SAUGA 365

UI / UX CASE STUDY

## CONCEPT

A central hub displaying employees' progress, completed courses, and pending assignments.

## PROBLEM

Managers lack a quick and efficient way to track employee training progress, leading to knowledge gaps and compliance risks.

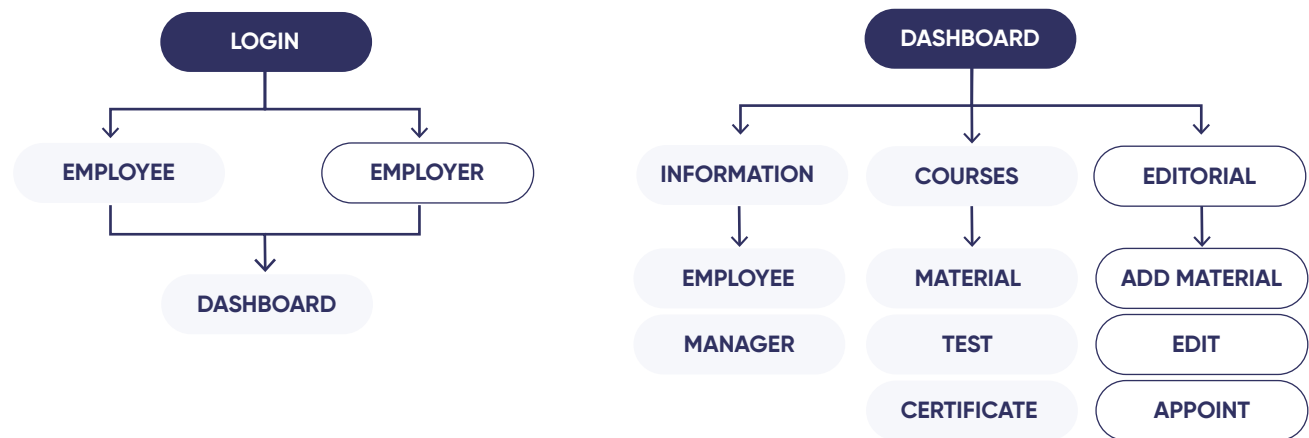
## SOLUTION:

A visually clear dashboard with progress bars, notifications, and filtering options to help managers easily track and ensure employee development.



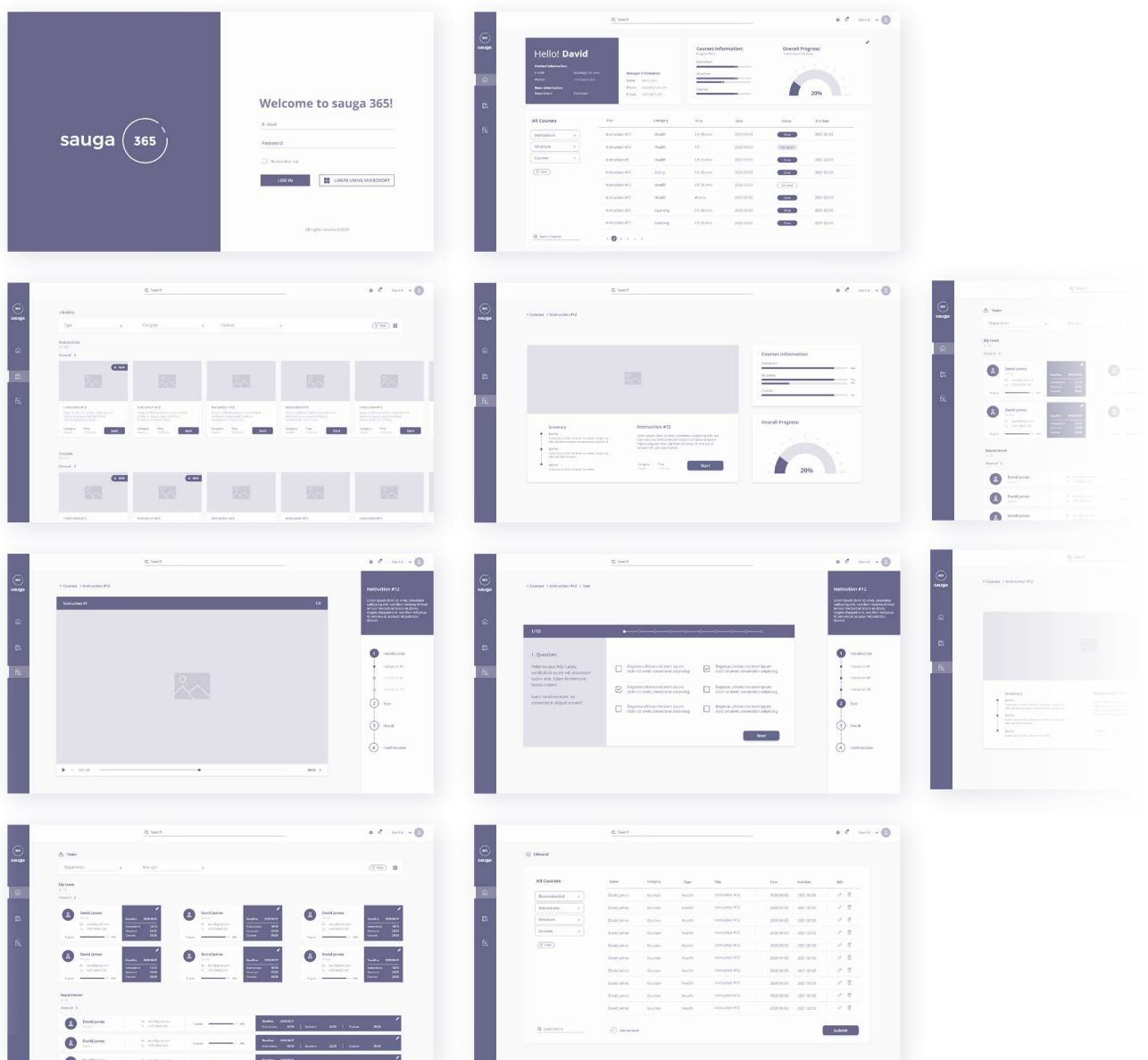
# SITE MAP

## SIMPLE VERSION



# WIREFRAMES

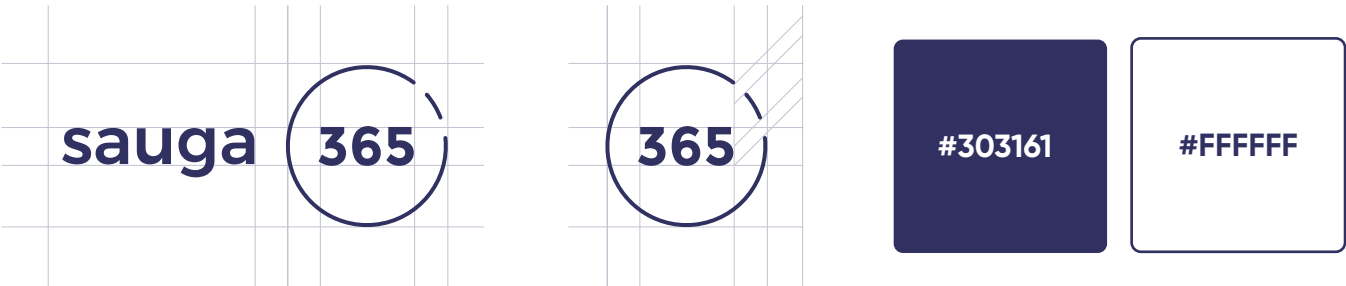
## HIGH FIDELITY





DESIGN KIT

LOGO



TYPOGRAPHY

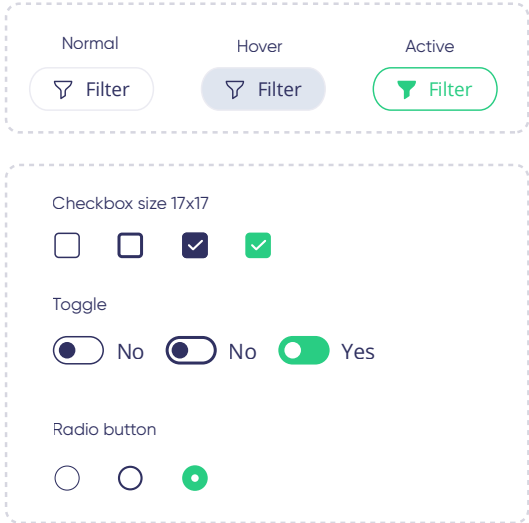
OPEN SANS  
FONT

- BOLD
- SEMIBOLD
- REGULAR

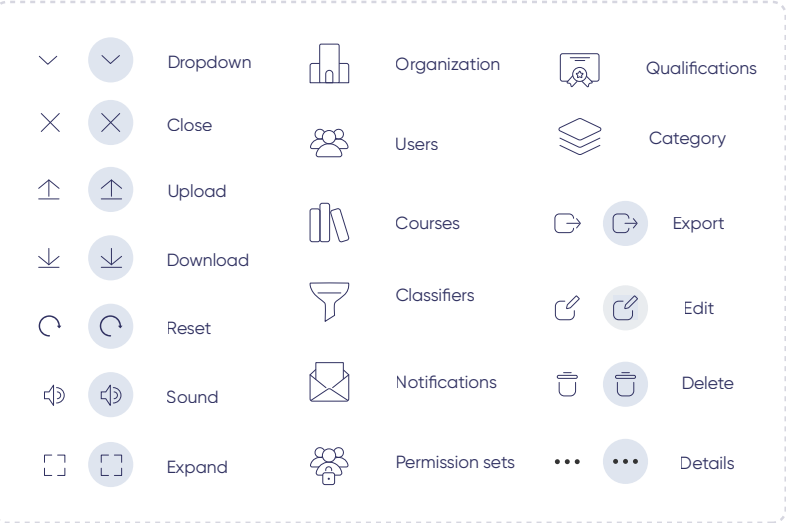
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ELEMENTS:

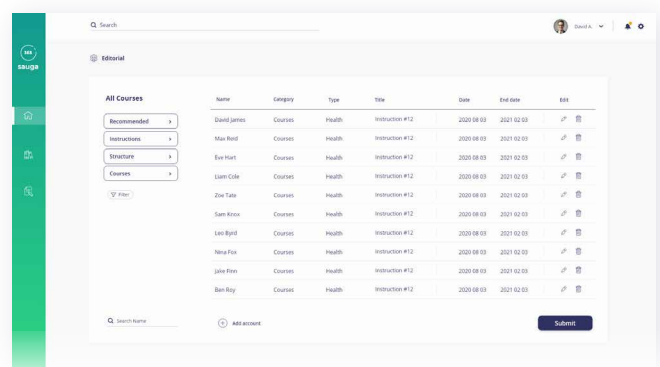
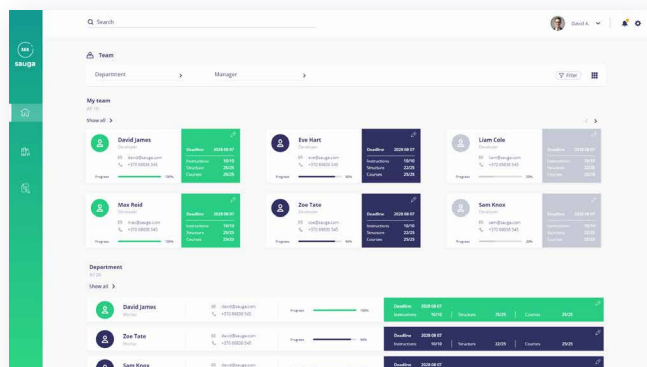
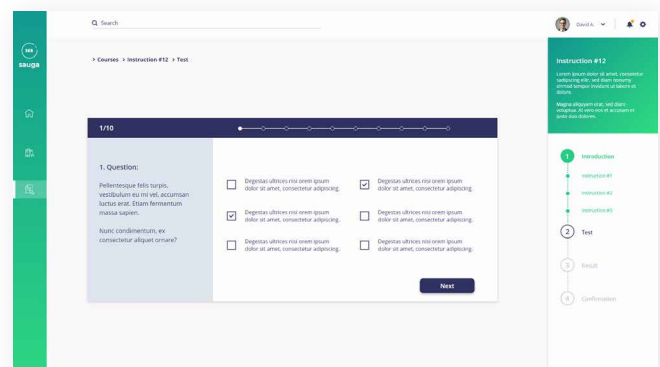
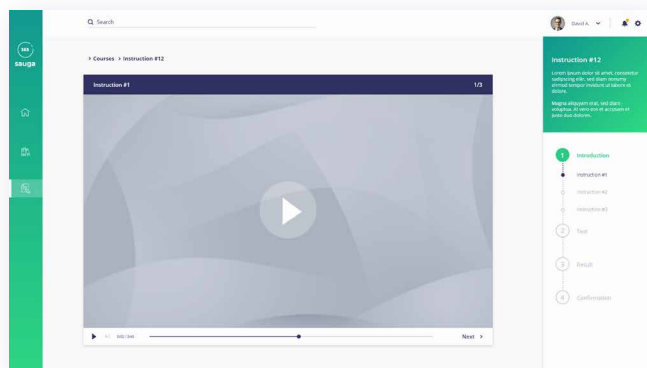
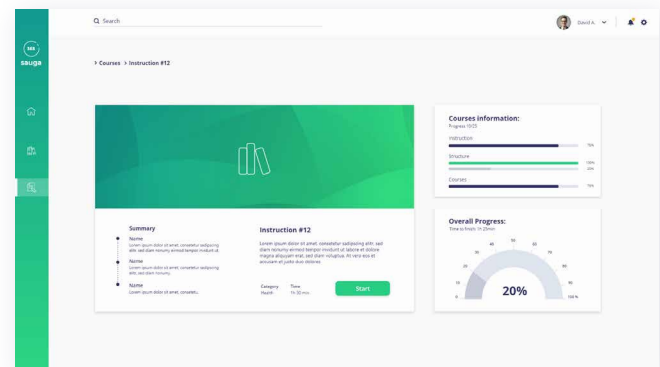
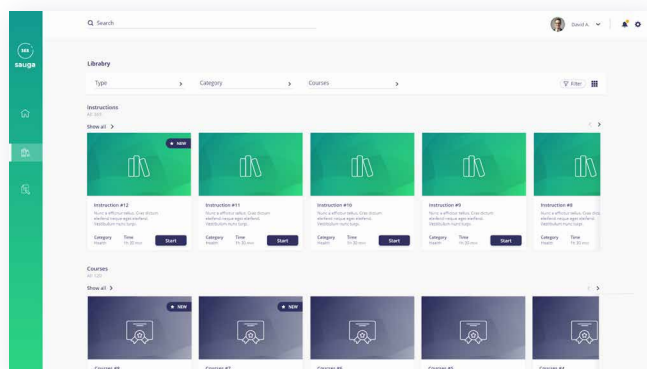
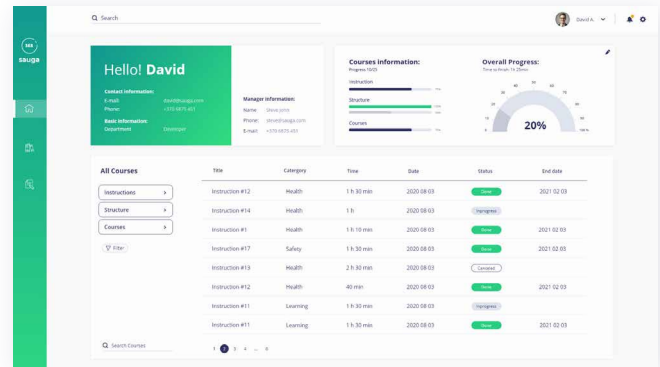
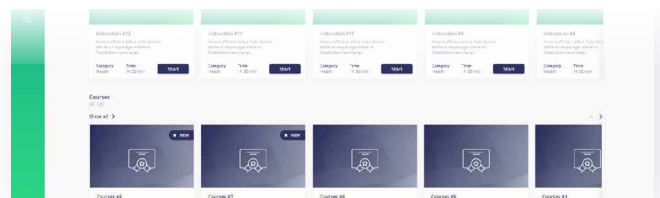
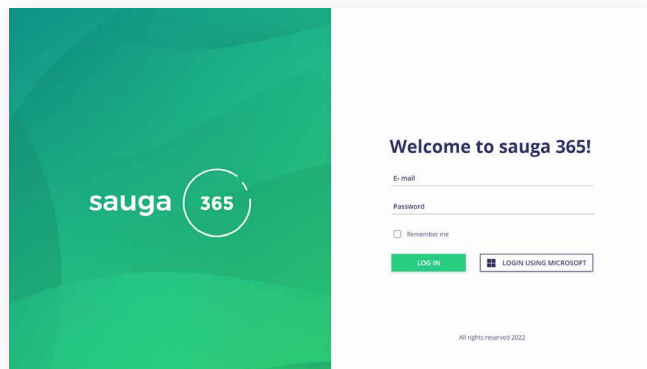


ICONOGRAPHY:





# PAGES







# PLANT WEBSITE

UI / UX CASE STUDY

## CONCEPT

A product page that not only sells but educates customers about plant care.

## SOLUTION:

A well-structured product page with plant descriptions, care instructions, difficulty levels, light/water needs, and an option to add care accessories (pots, soil, fertilizer).

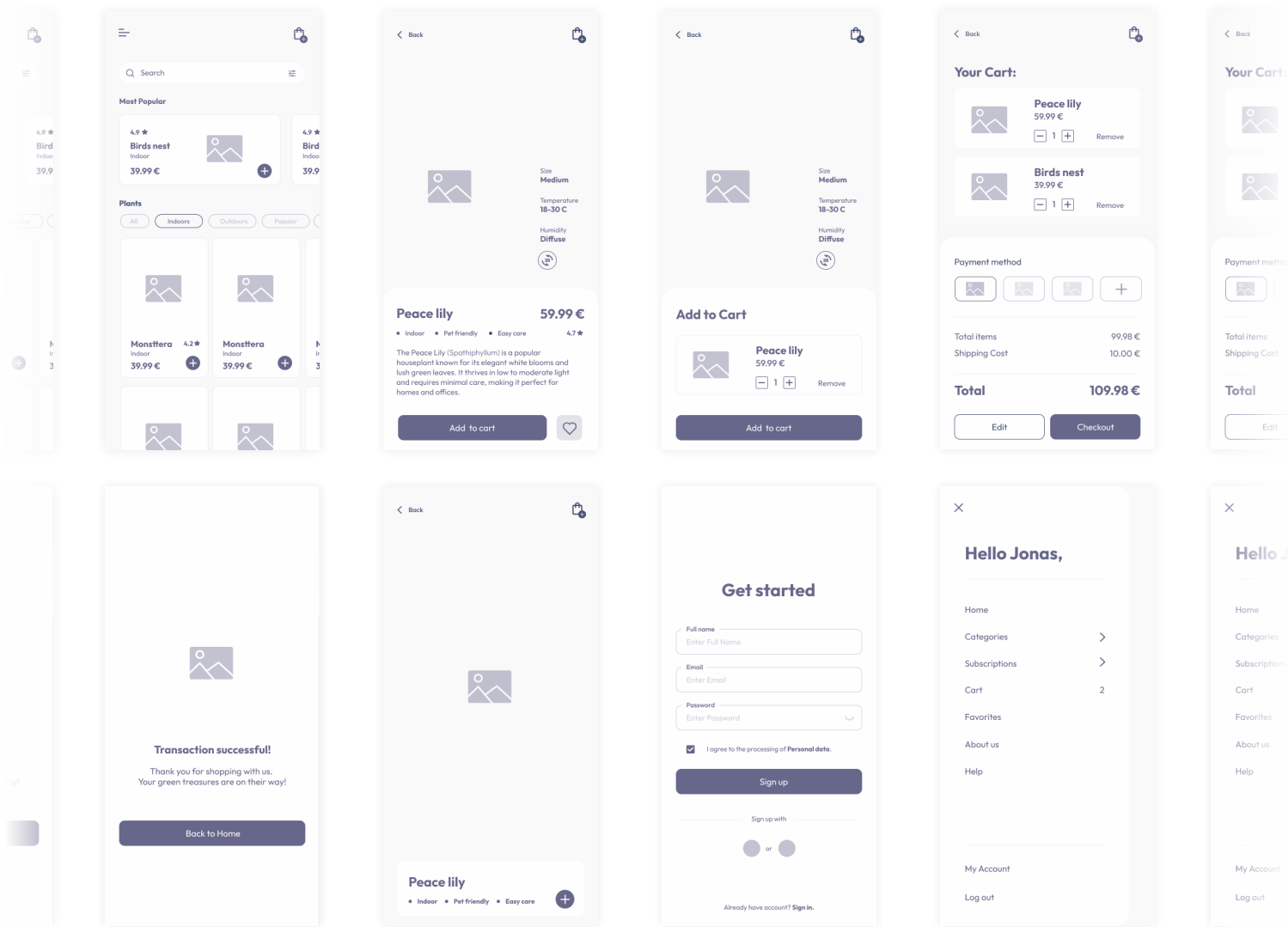
## PROBLEM

Customers may hesitate to buy a plant if they don't know how to care for it or if it fits their lifestyle.



# WIREFRAMES

## HIGH FIDELITY



# DESIGN KIT

## TYPOGRAPHY

# OUTFIT FONT

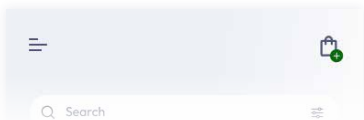
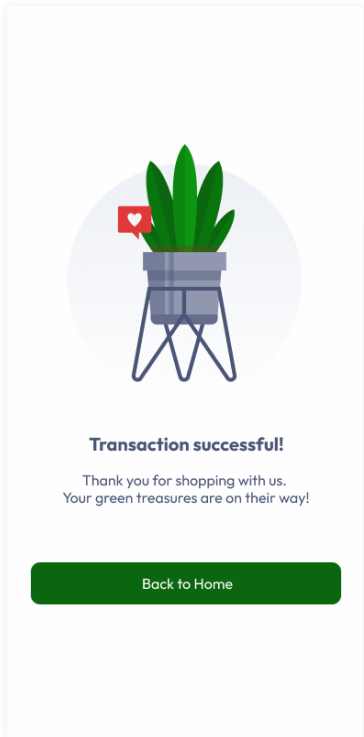
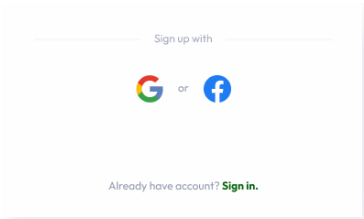
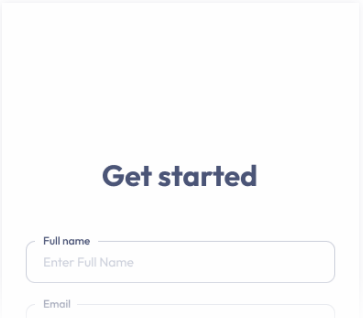
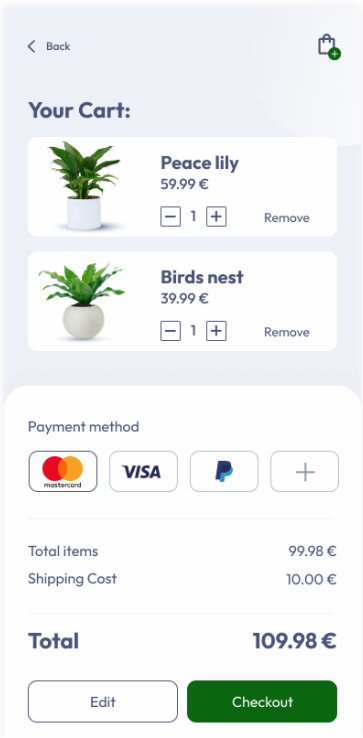
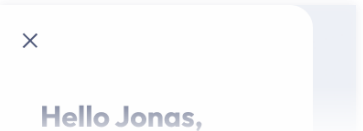
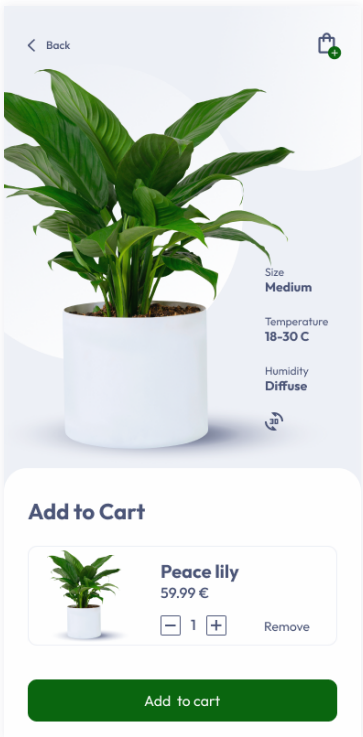
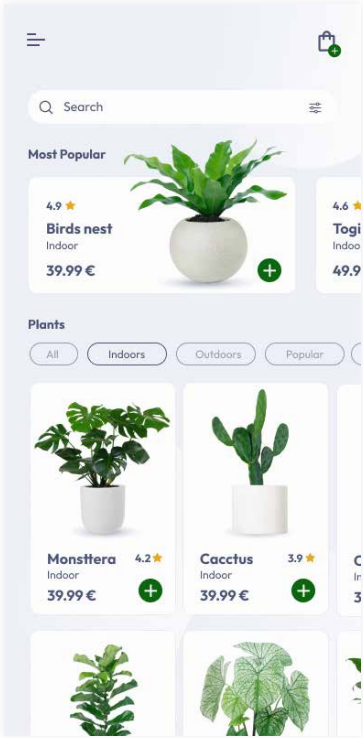
- BOLD
- SEMIBOLD
- REGULAR

## COLORS:





PAGES







# ORVALZA

## BRANDING

I helped bring the client's vision to life by creating a clean, minimalist, and professional brand identity that effectively communicates the company's expertise and services.

## LOGO



## COLORS:



## TYPOGRAPHY

# MUTKTA FONT

- BOLD
- SEMIBOLD
- REGULAR





# SPORTO CENTRAS

OUTDOOR / LEAFLET / PRINTS

TYPOGRAPHY

## NAVIGO FONT

- BOLD
- SEMIBOLD
- REGULAR

COLORS:



ICONS





