

# kate brodowska

graphic designer

## experience

### Chronogram Media | Production Designer

2017 - Present

- Conceptualized & created 100+ ads for print & online, increasing client engagement by 20%.
- Led multiple in-house campaigns, resulting in a 15% increase in brand awareness.
- Managed & maintained 5+ publications simultaneously, ensuring timely delivery and quality.
- Developed a PowerPoint sales presentation that contributed to a 10% increase in sales.

### Town of New Paltz H.P.C. | Commissioner/Designer

2017 - 2019

- Designed the town's logo & 10+ historic signs, enhancing engagement with local heritage.
- Collaborated with local historians to ensure the accuracy & authenticity of all designs.

### Cosmetologist | AVEDA NY

2012 - 2019

- Attended the AVEDA Institute in New York & obtained my cosmetology license.
- Worked at flagship AVEDA salon in New York.
- Worked at Cutting Crew and Radiance Salon in New Paltz, NY.

### ACE Pictures Inc. | Image Editor

2010 - 2016

- Edited & processed over 5k images for, contributing to a 30% increase in sales to tabloids.
- Implemented a streamlined FTP process, reducing image delivery time by 40%.

## freelance

### Travis Robie | Website Design

2024

Worked in a team of three to conceptualize and design a website for Travis Robie, an artist and web developer.

### Ulster County Area Transit | Logo/Identity Design

2019

Was chosen out of eight people to re-brand the UCAT bus—Ulster County Area Transit. Created logos in various forms/colors & created a branding guide.

### Robert Tonner Dolls | Packaging Design

2018

Designed & constructed the packaging for Robert Tonner's first transgender doll, Jazz Jennings for a doll tradeshow in New York City.

Creative & results-driven Graphic Designer with 7+ years of experience in print & digital media. Expert in Adobe Creative Suite & passionate about innovative design solutions. Proven ability to lead projects from concept to completion, enhancing brand identity & driving engagement.

## skills

- |                   |               |
|-------------------|---------------|
| UI                | UX            |
| Figma             | Miro          |
| Mac OS            | Slack         |
| Branding          | Notion        |
| Windows           | HTML/CSS      |
| Adobe Suite       | WordPress     |
| Microsoft Office  | Google Suite  |
| Meta Spark Studio | Motion Design |

## language

- |                  |                 |
|------------------|-----------------|
| English (fluent) | Polish (native) |
|------------------|-----------------|

## accomplishments

### Thesis Show Feature on Merit Page

2022

Featured for an Augmented Reality project showcasing innovative design & technology integration.

### Coordinator's Award for Distinction and Collegiality

2018

Recognized for outstanding performance and contribution to the Graphics Design program at SUNY Ulster.

### Summa Cum Laude

2024

Graduated with honors and recognition.

## education

### SUNY new paltz | BFA in Graphic Design | 4.0 GPA

2019-2024

- Dean's List
- President's List

### SUNY Ulster | AA in Graphic Design | 4.0 GPA

2015-2017

- President's List
- Graduated with honors