

Carolyn Borkowski

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SKILLS

Adobe Creative Suite - Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe InDesign, Adobe XD

Software - Sketch, Figma, Xcode

Technical - HTML, CSS, Javascript, Bootstrap, Wordpress, ADA Web Accessibility Training

WORK EXPERIENCE

Wunderkind

Visual Designer

September 2021 - Present

New York, NY

- Created and launched over 800 behavioral marketing designs for client websites, retaining users with email and text message signups, discount offers, and data-based dynamic product promotions.
- Expanded emerging MMS product by working in a team to develop new strategic motion graphics in After Effects for text message campaigns, scaling product offerings against leading industry competitor.
- Led design process for new product leveraging user data to populate email content, increasing profits from upsell opportunities by creating a premium service for publishing industry clients.
- Completed cross-departmental fellowship with user experience engineering team, resulting in assistance to over 40 designers with advanced front-end web development, development of new interactive onsite experiences, and an increase of departmental capacity for technical problem solving by 30%.
- Collaborated with UX engineers, back-end developers, product marketing, and customer success teams to communicate with 100+ clients, ensuring ADA compliance, responsiveness, and product integrity.

Fireside Digital

Digital Designer

March 2021 - September 2021

Atlanta, GA

- Designed and developed websites for businesses and non-profit organizations serving over 20,000 people, incorporating e-commerce functionality, blogs, newsletters, e-learning modules, and event signups.
- Produced branding concepts and refreshed visual identity for client to improve accessibility and refine brand recognition, including creation of assets for use across client websites, social media, and newsletters.

Warner Bros. Discovery

Digital Design Intern

June 2020 - December 2020

Atlanta, GA

- Conceptualized designs for audio player integration on HBO Max's native website and apps for Max Original podcasts, targeting both prospective and existing subscribers to promote subscription-exclusive content.
- Designed HBO Max Original series' promotional website in Sketch from initial wireframes to launch, refining composition with feedback from direct managers, HBO Max marketing, and stars of the series.
- Prepared and edited key art and marketing imagery using Adobe Photoshop for 85+ movies and TV series, visible to 4.5 million users per month across the TBS, TNT, and TruTV websites and mobile apps.
- Created content sponsorship mockups to secure contracts with corporate partners, resulting in paid promotions visible to users across network digital platforms for web, mobile, and connected TV apps.

EDUCATION

University of Georgia

Bachelor of Arts, Entertainment and Media Studies

December 2020

Athens, GA

- Summa Cum Laude, Zell Miller Scholar
- New Media Certificate recipient
- Sketch comedy troupe president, humor magazine editor-in-chief and managing editor
- TEDxUGA Presenter Preparation Team and Stage Manager