

# KATE PRASOLEK

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I'm a passionate designer with **in-house**, freelance and **SaaS** experience. I take pride in crafting designs with precision and **attention to detail**. My success is built on a **strong sense of ownership**, a **proactive problem-solving** approach, and exceptional **organisational skills** enabling me to deliver innovative, **commercially optimized** solutions on time and to the highest standards.

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## **DIGITAL DESIGNER** - arteKatie Handmade, London (Jul 2024 - present), personal project

- Develop and execute **creative concepts for products** and promotional **campaigns**
- Build **landing and product pages** for **e-commerce** platform using CMS; **maintain website** updates
- Develop the brand identity; ensure **cohesive look and feel across all touchpoints** and channels
- **Create digital assets** for website, emails, social media; **product photography, photo retouching**

## **MIDDLEWEIGHT DIGITAL DESIGNER II** - Mention Me, London (Jan 2024 - Jul 2024)

- **Pro-actively enhance UX** of designs to **improve conversion and performance**
- Conduct **design workshops** presenting enhanced **prototypes** directly to the clients
- Collaborate with product/UX teams to **improve platform UI** for internal and external use
- Migrate all clients and their campaigns to the **updated, optimised UI** templates
- Contribute to building and testing **new CSS framework**; create Confluence articles to **share knowledge**

## **MIDDLEWEIGHT DIGITAL DESIGNER** - Mention Me, London (Jul 2022 - Jan 2024)

- Design with **HTML/ CSS referral demo pages** for new clients based on website styling and imagery
- Update client's campaigns based on design requests; provide **artworking** for clients
- **QA Testing**, ensuring **design consistency across all touchpoints** across desktop, tablet and mobile
- Troubleshoot and solve client's queries by **finding optimal visual and technical solution**
- Create Feefo banners using HTML/CSS; upload them using **Github** and perform live testing
- **Collaborate** with ops, onboarding, and client success teams **to deliver expected results within the SLA**

## **DIGITAL DESIGNER / ARTWORKER** - Lidl GB, London (May 2021 - Jul 2022)

- **Create homepages, landing pages**, campaign pages in **multiple CMS** alongside all assets needed
- Build **weekly HTML emails**, inc. still and animated assets for multiple campaigns simultaneously
- **Develop email templates** to **streamline the workflow**; present weekly work to the leadership team
- Work collaboratively with multiple teams for sign off and in a **fast paced, deadline driven environment**
- Ensure **compliance with brand guidelines** and **design consistency** across all formats and channels

## **FREELANCE DIGITAL & GRAPHIC DESIGNER** - London (Jan 2020 - May 2021)

- Website and email redesigns **improving the UI & UX** - research, wireframes and prototypes
- Create **from brief to completion digital and print** marketing collaterals for diverse clients

## **GRAPHIC DESIGNER** - Wex Photo Video, London (Feb 2018 - Jan 2020)

- Create **digital assets** such as HTML emails, website banners, gifs, and social media imagery
- Create print designs such as brochures, leaflets, magazine ads, OOH and large-format prints
- Work simultaneously on multiple digital and print projects, **adhering to tight deadlines**
- **Supervise** magazines' schedules, liaising with publishers and printers
- Ensure compliance with brand guidelines and **design consistency** across all formats and channels

DESIGN TOOLS	TECH	EMAIL	PROJECT MANAGEMENT	CMS
Figma	HTML 5	Salesforce	Monday.com	Wix
Adobe Photoshop	CSS 3	Dotdigital	Asana	Wordpress
Adobe inDesign	LESS CSS	Mailchimp	Jira	Shopify
Adobe Illustrator	Bootstrap	Litmus		
Adobe After Effects	Browserstack			
	Github			

## INTERPERSONAL STRENGTHS

Attention to detail	Pro-activeness	Time management	Reliability
Problem solving	Can-do attitude	Organisation skills	Ownership
Strong creative eye	Prioritising	Cross-team collaboration	Self-starter

## EDUCATION

2023 - 2024 Web Design: CSS, HTML & Bootstrap W3School certification.

2016 - 2021 Graphic Design, online learning.

2003 - 2008 Psychology, Silesian University, masters.