

KATE PRASOLEK

kateprasolek.github.io/portfolio/

kate.prasolek@gmail.com | 07479929600

I'm a well seasoned designer with **in-house**, freelance and **SaaS** experience. I take pride in my work as it is grounded in **data-driven** insights and **user experience**, and crafted with great attention to detail. My success is built on a strong sense of ownership and a **proactive problem-solving mindset**, ensuring commercial optimisation and innovation.

DIGITAL & GRAPHIC DESIGNER - arteKatie Handmade, London (Jul 2024 - present), personal project

- Build **landing and product pages** for **e-commerce**; **create digital and print campaigns assets**
- Product research, **product design** & creation, product photography and photo retouching
- Ensure **cohesive look and feel across all touchpoints** and channels; digital marketing & SEO

SENIOR DIGITAL DESIGNER - Mention Me, London (Jan 2024 - Jul 2024)

- **Pro-actively enhance designs for conversion** and performance by identifying improvement points
- Conduct **design workshops** presenting mock-ups and **prototypes** offering value and A/B testing
- 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)

- Create 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 compliance with brand guidelines and **design consistency across all touchpoints** including desktop, tablet and mobile websites, emails, corner peels, banners and styled links
- 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 - 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 symultaniuosly
- **Develop templates** to **streamline the workflow** (emails and files templates)
- Work collaboratively with multiple teams for sign of and in a **fast paced, deadline driven environment**
- Ensure **compliance with brand guidelines** and **design consistency** across all formats and channels

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

FREELANCE DIGITAL & GRAPHIC DESIGNER - London (May 2016 - 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.

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

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	

EDUCATION

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

2016 - 2021 Graphic Design, online learning.

2003 - 2008 Psychology, Silesian University, masters.