

# KATE PRASOLEK

kateprasolek.github.io/portfolio/

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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

- Build **landing and product pages** for **e-commerce** platform using CMS; **create all assets** required
- Create the brand identity; ensure **cohesive look and feel across all touchpoints** and channels
- Design promotional campaigns alongside all assets needed; digital marketing

**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 simultaneously
- **Develop templates** to **streamline the workflow** (emails and files templates)
- 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

**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-activness	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.