

Your Graphic Designer

KAROLINA OGORZALEK

Hanging upside down reminds me to flip perspective and design for people, not assumptions. I mix **human-centered** thinking with **clean visuals**, **fresh ideas**, and just enough coffee to keep things interesting. I mean, how often do you see a designer hanging upside down?

CONTACT

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PORTFOLIO

<https://sites.google.com/view/zaras-karolina/home?authuser=0>

EDUCATION

Bachelor's Degree: **Graphic Designer**.

SWPS University of Social Sciences and Humanities in Wrocław

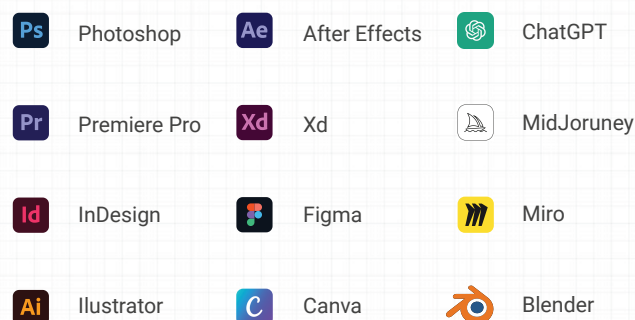
Thesis title:

"Concept, Structure and Graphic Design of the Mobile Application, Intended for Parents and Caregivers of Preschool-aged Children"

SKILLS

- **Human-Centered Design & Design Thinking**
- **UX/UI** principles and user flow logic
- Creative problem solving & concept development
- Visual precision & **detail-focused** design
- **AI**-enhanced workflows (ChatGPT, Midjourney)
- **Fast learning** & feedback-driven mindset
- Strong time and task management

TOOLS



EXPERIENCE

May 2023 – May 2024

Graphic Designer | **Orchidea Creative Group**

- Designed packaging and key visuals
- Collaborated on UI projects and promotional merchandise
- Created social media content:
 - reels and stories (Instagram)
 - feed posts (Instagram)
 - cover photos and ads (Facebook)
- Designed website elements (UI) and promotional materials
- Prepared mockups, presentations, and newsletters

2022

Graphic Designer (Intern) | **Nestorpack Printhouse**

- Prepared print-ready designs
- Designed calendars and B2B marketing materials

2019

Graphic Designer (Intern) | **Fluence Sp. z o.o.**

- Redesigned informational leaflets
- Designed business cards aligned with brand identity
- Created layouts for measuring devices

COURSES

2025

AI for Everyone | **Santander Open Academy**

2024

AI for Graphic Designers | **SWPS University**

2023

UX/UI Design | **Softie**
Skills of Tomorrow | **Google and WSB in Warsaw**

LANGUAGES

🇬🇧 English – communicative

🇵🇱 Polish – native