

# Carolyn Borkowski

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## SKILLS

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**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

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### Wunderkind

September 2021 - Present

Visual Designer

New York, NY

- Created and launched over 700 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

March 2021 - September 2021

Digital Designer

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

June 2020 - December 2020

Digital Design Intern

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

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### University of Georgia

December 2020

Bachelor of Arts, Entertainment and Media Studies

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