



KAROLINA D'APRILE

LEAD GRAPHIC DESIGNER

CONTACT

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586.718.8512
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Ypsilanti, MI

PORTFOLIO

karolinadaprile.com

SKILLS

Adobe Creative Suite:

Illustrator

Photoshop

InDesign

Premiere Pro

After Effects

Lightroom

WordPress

UI Design

Google Suite

Mailchimp

Photography

Photo Editing

Print Production

Project Management

Creative Direction

Social Media Content

Fluent in Polish

EDUCATION

**Bachelor of Fine Arts,
Graphic Design**
Grand Valley State
University, 2020

Graduated with honors and
a minor in Advertising and
Public Relations.

EXPERIENCE

Lead Graphic Designer

11.2021—Present

Avfuel Corporation, Ann Arbor, MI

- Create clean, polished designs across ads, brochures, emails, manuals, web pages, exhibit graphics, presentations, and video for Avfuel's corporate brand and B2B clients.
- Provide marketing and design support to Avfuel's network of 650+ airports, working within their unique brand identities.
- Redesign company website using Figma, overhauling visual design, layout, and brand consistency to modernize the user experience.
- Lead design across multiple formats for trade show and convention presence, including booth backdrops, large-format LED displays, printed materials, and booth activations with unique branding tailored to the specific event/location.
- Collaborate with cross-functional departments to address and execute diverse design needs, ensuring clear messaging and brand consistency.
- Police brand guidelines across all company assets.
- Design and maintain a library of digital and print ad templates, raising design efficiency across projects.
- Manage print projects with vendors across the country and overseas.

Graphic Designer

8.2020—11.2021

Big Boy Restaurant Group, Southfield, MI

- Modernized Big Boy's visual identity for a contemporary audience.
- Managed and maintained the company's WordPress website.
- Designed all visual collateral for 60 restaurant locations, including menus, billboards, posters, retail packaging, social graphics, and advertisements —ensuring brand consistency at scale.
- Led end-to-end redesign of the restaurant's menu, from concept to final print production.
- Collaborated with the marketing team and head chef to develop creative marketing campaigns for seasonal menu offerings.
- Hired, mentored, and managed a graphic design intern. Delegated tasks and provided design feedback.

Graphic Design Intern

1.2020—4.2020

Fifth Wheel Freight, Kentwood, MI

- Designed layout of marketing materials across digital platforms and print deliverables, ensuring brand standards were maintained.
- Improved cohesiveness and readability across all company internal documents to support a more professional internal brand.

Graphic Designer

9.2019—1.2020

Promotions Office, Grand Valley State University

- Designed and printed a range of promotional materials, including posters, banners, and digital advertisements, to promote campus events.