



KAROLINA D'APRILE

GRAPHIC DESIGNER

CONTACT

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586.718.8512

PORTFOLIO

karolinadaprile.com

SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Lightroom
Adobe XD
Adobe Acrobat
WordPress
Google Suite
Photography
Image Editing
UX/UI Design
Print Production
Creativity
Fluent in Polish

EXPERIENCE

◀ GRAPHIC DESIGNER | 2021–present

Avfuel Corporation, Ann Arbor, MI

- Provided design support to our network of 650+ individually branded airport locations through email campaigns, social graphics, exterior signage, tradeshow backdrops, and more.
- Collaborated with internal and external customers to problem solve and update/create marketing collateral.
- Managed projects with print vendors across the country and overseas.
- Provided integral graphic support for events and conventions, increasing booth attendees every year.

◀ GRAPHIC DESIGNER | 2020–2021

Big Boy Restaurant Group, Southfield, MI

- Modernized the company's brand identity and developed creative direction.
- Improved and regularly updated company's WordPress website.
- Designed all company visual needs for 60 restaurant locations including menus, billboards, posters, retail packaging, web graphics, advertisements, etc.
- Created and scheduled social media posts which helped increase Instagram followers over 200%.
- Worked with the marketing team to develop creative marketing campaigns, increasing restaurant sales.
- Hired and mentored a graphic design intern, delegated tasks and provided design feedback.

◀ GRAPHIC DESIGN INTERN | 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 of branded paperwork.

◀ GRAPHIC DESIGNER | 2019

Promotions Office, Grand Valley State University

- Designed and printed a wide variety of eye-catching materials to promote campus events such as posters, banners, digital advertisements.
- Managed a large project list using Trello.
- Worked with outside vendors to order products.

EDUCATION

◀ BACHELOR OF FINE ARTS, GRAPHIC DESIGN | 2016–2020

Grand Valley State University, Allendale, MI

- Graduated with Honors and a Minor in Advertising and Public Relations.