




KARINA SOKULSKI

FREELANCE GRAPHIC & WEB DESIGNER SPECIALIST

Contact	Experience
<p>E: karin@karina-sokulski.com</p> <p>L: Houston, TX</p> <hr/> <p> Karina Winbigler</p> <p> bookishpromotions.com</p> <p> karina-sokulski.com</p>	<p>BOOKISH PROMOTIONS Freelance Graphic Designer <i>February 2019 - Present Day</i></p> <ul style="list-style-type: none">• Established and manage a freelance graphic design business that aims to assist companies in brand development• Spearhead visual identity including brand positioning promotions, and digital marketing for different companies <p><u>FERNBRADY.COM</u> Web and Logo Design <i>June 2020 - Present Day</i></p> <ul style="list-style-type: none">• Redesigned and strengthen visual identity of client's pre-existing company website• Developed graphics and layouts for company website mirroring company brand style• Utilized graphics provided by client to include product brand style• Conceptualized logo design to promote product brand <p>INKLINGS PUBLISHING Webmaster and Design Specialist <i>May 2016 - Present Day</i></p> <ul style="list-style-type: none">• Developed creative advertising content for various media including catalogs, business cards, flyers, posters, even flags and seasonal themed logos while ensuring maximum brand awareness of target audience/market• Conceptualized logo, website and graphic design for websites and social media channels to promote product brands <p>WORDFALL PUBLISHING Webmaster and Design Specialist <i>January 2020 - Present Day</i></p> <ul style="list-style-type: none">• Conceptualized and spearheaded visual identity of client's website and brand style• Developed graphics and layouts for company website mirroring company brand style• Utilized graphics provided by client to include product brand style• Conceptualized logo design to promote product brand
Education	
<p>Bachelors Degree <i>Graduation December 2015</i></p> <p>University of Houston Liberal Arts / Creative Writing Minor in History</p>	
Skills	
<ul style="list-style-type: none">• Bilingual in Spanish and English• Ability to work operating systems: Windows and Mac OSX• Ability to work on most online website builders• Proficient with verbal communication• Proficient in developing dynamic visual design and story telling• Proficient in conceptualizing infographics design• Typography	
Interests	
<ul style="list-style-type: none">• Creative Writing• Reading• Video Games	