

Beata Kotra-Kleszczyńska

GRAPHIC DESIGNER

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www.beatakotra.pl Cracow, Poland



Work Experience

Graphic Designer

nazwa.pl

January – October 2024

Responsibilities:

- Designed graphics for 30+ blog articles and social media posts, ensuring platform compliance.
- Created animated ads using After Effects.
- Produced brand collateral aligned with guidelines (e.g., letterhead, envelopes).
- Delivered pixel-perfect designs for 20+ web pages, prepared assets for development.
- Contributed to rebranding 2 websites and crafted online ads that boosted lead generation.

Graphic Designer

Archdesk

April 2022 – December 2023

Responsibilities:

- Designed marketing materials, including 50+ blog posts and social media graphics, boosting brand visibility.
- Created and implemented HubSpot newsletters, increasing email campaign engagement.
- Developed event designs (trade show stands, branded materials), enhancing company presence.
- Contributed to brand identity development, including web design systems and marketing strategies.
- Built landing pages using WordPress, HubSpot and HTML/CSS.
- Created advertisement combining video and motion design.
- Ensured brand compliance in presentations and documents.

Graphic Designer

Pineaddle (part time)

October 2020 – December 2022

Responsibilities:

- Designed logos and developed visual identities for multiple clients.
- Collaborated with the Social Media Team to establish consistent styles for client profiles.
- Created animated assets in diverse styles, enhancing digital presence.
- Designed the company's main website, improving user experience.
- Produced promotional materials, including banners, posters, and restaurant menus.

About me

Graphic designer with 3+ years of experience specializing in branding and design for websites and social media. Currently exploring motion graphics and video editing. Proven ability to deliver impactful designs for digital and print media while ensuring brand consistency and innovation.

Portfolio available at:

www.beatakotra.pl

Skills

Design Tools & Software

Adobe Creative Suite

(Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)

Figma (web and UI/UX design)

AI tools (ChatGPT, MidJourney for creative assistance)

Web Development

HTML, CSS (basic coding for web design)

CMS platforms (WordPress, HubSpot)

Print & Branding

Knowledge of **print production** processes and file preparation

Branding: creating logos, style guides, and visual identities

Typography: font pairing, hierarchy, and readability

Graphic Designer

January – March 2022

Harbingers

Responsibilities:

- Created engaging graphics and animations for websites and social media based on brand guidelines.
- Collaborated with marketing teams to develop visuals for campaigns.
- Designed landing pages using Landingi.pl, improving user acquisition.
- Prepared internal materials (slide decks, documents) ensuring brand consistency.

Graphic Designer

September – December 2021

Pharmaway

Responsibilities:

- Designed printed materials, including catalogs, leaflets, and business cards.
- Created key visuals and logos for various product lines.
- Developed interactive PowerPoint presentations with training materials.
- Edited videos, including animations and sound, to enhance client presentations.
- Updated website content on the WordPress platform.

Graphic Designer

May – August 2021

Dreamlike (part time)

Responsibilities:

- Designed social media graphics and advertising banners for clients in the education sector.
- Developed website interfaces and layouts for improved usability.
- Created packaging designs for food and cosmetic products.

Acoustic Engineer

April 2020 – July 2021

ABB (part time)

Responsibilities:

- Assisted in acoustic measurements and testing.
- Created models in ANSYS and conducted simulations for analysis.
- Prepared detailed reports on acoustic performance results.

Print shop assistant

November 2018 – March 2020

Kopia.pl (part time)

Responsibilities:

- Managed customer orders, ensuring high-quality service.
- Verified and adjusted client files for printing to meet technical requirements.
- Designed and printed materials, including leaflets, posters, and business cards.

Animation & Video Editing

Motion design and asset creation for videos and advertisements

Marketing Design

Designing for digital campaigns, email newsletters, and social media

Crafting materials for brand-promoting events (banners, brochures, trade show stands)

Soft skills

Creativity and Visual Thinking:

Ability to generate innovative ideas and translate them into compelling visuals.

Attention to Detail:

Ensuring high-quality, pixel-perfect designs and alignment with brand guidelines.

Time Management:

Managing multiple projects and meeting deadlines.

Collaboration:

Working with teams such as marketing, social media, or developers.

Problem-Solving:

Addressing design challenges and improving user experiences.

Education

📅 (2020 - 2021)

Master of Engineering

Acoustic Engineering

AGH University of Science and Technology in Krakow

📅 (2016 - 2020)

Bachelor of Engineering

Acoustic Engineering

AGH University of Science and Technology in Krakow