

# Nicole Alyssa Krosnowski

## graphic & web designer

CREATING IMPACTFUL DESIGN SOLUTIONS THAT TELL STORIES & DRIVE RESULTS. LET'S WORK TOGETHER & CREATE MAGIC.

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## skills

Advertising | Graphic Design | Web Design | Branding | Layout and Design | UI/UX | User Journey | HTML/CSS | Digital Marketing Strategy | Social Media Marketing | ROI-Driven Design | Adobe Creative Suite | Figma | Webflow | AI Fluency | Organized | Time & Project Management | Leadership | Motivated | Team Player | Innovative Creative Mind

## experience

### WorkWave, Holmdel, NJ – Graphic Designer, November 2021 - Present

**Responsive Web Design** - Lead the design of multiple marketing and product websites, ranging from fully custom solutions to Webflow-built sites - optimizing for user journey and conversions

**Create Print and Digital Assets** - Including ebooks, banners, software mockups and email campaigns

**Digital Marketing and Creative Strategy** - Leverage AI and data-driven insights to strengthen marketing initiatives; tell a story through our user journey to resonate with the target audience

**Project Management** - Lead projects end-to-end, collaborating with stakeholders and presenting solutions aligned with business goals

**User-Focused, ROI-Driven Design** - Craft visuals and experiences that engage audiences and maximize ROI

### Semgeeks Digital agency & consultants (now dblspc agency), Belmar, NJ – Lead Designer

August 2016 - November 2021 (*Designer, Senior Designer, Lead Designer*)

**Creative Strategy & Leadership** - Directed a team of designers, providing guidance, mentorship, and oversight on all creative projects across digital and print. Set creative vision, created mood boards, and ensured consistency across branding, digital campaigns, and marketing materials

**Brand & Website Leadership** - Led the transformation of brand identity and website experience, shaping creative direction to align with strategic goals

**Marketing Strategy & Campaigns** - Contributed to marketing strategy sessions, designed and executed digital campaigns, and ensured creative initiatives supported overall business objectives

**Cross-Functional Collaboration** - Worked closely with department leads, stakeholders, and clients to align creative output with strategic goals

**Conversion & ROI-Focused Design** - Developed design solutions with a strong focus on user journey, engagement, and measurable business results

## education

### Rowan University, Glassboro, NJ – Bachelor of Arts in Advertising, May 2016

Journalism, Minor; New Media Communications, Concentration; Honors Studies, Concentration; GPA 3.86, Summa Cum Laude; Presidential Scholar of Excellence; Dean's List