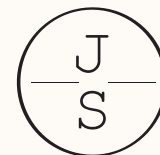




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Joanna is an accomplished and award winning graphic designer with a diverse body of work including public art, short film animations and conceptual artworks.

In her career, Joanna has worked as Art Director and Graphic Designer in the advertising, tech and marketing fields for both the private and governmental sectors in Europe, UAE and the USA.

## SKILLS

- Adobe Illustrator
- Adobe XD
- Adobe Photoshop
- Adobe Animate CC
- Adobe InDesign
- Freehand drawing
- 2D Animation
- Traditional fine art skills
- Art Composition
- User Experience Design
- User Interface Design
- Human-Centered Design
- User Research

## EDUCATION

- **Bachelor Of Fine Arts** BA (Hons)  
Theatre Studies, Acting - Manchester  
Metropolitan University, Manchester, UK
- **Product Design** - Open University,  
Manchester, UK
- **Graphic Arts** - Penn Foster  
University, Scranton, PA USA
- **Graphic Design** - California Institute  
of the Arts, Valencia, CA USA
- **Google UX Design Professional  
Certificate**

## AWARDS

- **Best Technology Website Design**  
2022 - The Web Marketing Association
- **Silver Addy Award**  
2014 - American Advertising  
Awards in Tampa, Florida

## LANGUAGES

English, Norwegian and Polish

## WORK EXPERIENCE

February 2015 - Current

Orlando, FL

### Art Director and UI/UX Designer at Sonobi

Responsible for:

- Conceptualizing, developing, and executing brand design concepts across web, social media, digital marketing, promotional materials, printed collateral, and signage
- Producing complex data visualizations and infographic designs
- Collaborating with Sales and Marketing to produce corporate materials including presentations, info packs, one-sheets, pitch decks, proposals, and campaign reports
- Implementing e-blasts through e-mail marketing platforms (Mailchimp)
- Creating and managing social media content, including graphics and animations, for a variety of social platforms
- Refining Sonobi's web presence, enhancing UI and UX, implementing a user-centric, graphical, and brand-sensitive approach
- Effectively communicating ideas and collaborating across all company departments and domains
- Helping Sonobi define and refine their visual language, with an emphasis on consistency, brand presence, and innovation
- UI/UX designs for software apps in close collaboration with Sonobi's Product team and engineers

2011 - 2015

Tampa, FL

### Senior Graphic Artist at Rumbo Cultural Marketing

Responsible for:

- Interacting with clients to gather and interpret design needs
- Designing all aspects of visual communications for digital and print media
- Collaborating with Creative Director and Account Executives to develop every aspect of ad campaigns based on the client's marketing plan
- Hands-on design installations
- Staying up-to-date with the latest design trends
- Creating 2D animated promotional and educational videos
- Design and layout of corporate presentations
- Logo and brand book design

2009 - 2011

Boca Raton, FL

### Graphic Designer at StrongBox Medical

Responsible for:

- Developing creative elements including but not limited to digital ads, website assets, email graphics, print collateral, sales materials, large format signage, merchandise concepts and final art, logos, brand guidelines/style guide.