



**KAROLINA  
DADEJ**

DESIGN | UX

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## WORK EXPERIENCE

2019 – PRESENT **DESIGN / PRESENTATION SPECIALIST** · PwC · SAN FRANCISCO, CA

- Working within the company's style guide to create internal and customer facing marketing materials and presentations

2010 – PRESENT **ART DIRECTION / DESIGN** · FREELANCE · SAN FRANCISCO, CA

- Working with client stakeholders to understand business goals and needs
- Bringing concepts to life via well-thought-out designs and strong use of typography
- Creating collateral, presentations, icons and infographics
- Working within existing design systems to create new brand experiences
- Managing client relationship and project expectations; 88% of clients repeated projects with me

2018 – 2019 **ADVANCED GRAPHICS CONSULTANT** · J.P. MORGAN · SAN FRANCISCO, CA

- Partnering with bankers to design custom graphics for pitch decks, presentations, and other digital and print collateral

2016 – 2018 **DESIGN / PRESENTATION SPECIALIST** · ORRICK, HERRINGTON & SUTCLIFFE · SAN FRANCISCO, CA

- Worked with the Internal Communications team and Senior Leadership to design presentations and other digital and print collateral, to help drive strategic messages throughout the firm as they relate to internal vision
- Responsible for presentation design for Partners and C-level executives; creation of original graphics, infographics, information design, and image sourcing
- Designed decks from scratch with an elegant aesthetic
- Rebuild client's existing presentations, including adding in new content, conveying data through graphic elements such as charts, graphs, maps, tables, as well as creating animations

2015 – 2015 **UX DESIGN CONSULTANT** · SERENETI KITCHEN · SAN FRANCISCO, CA

- Designed a kiosk iPad app that controls its companion Cooki device, which uses robotics to prepare fresh and hot meals in home and office environments
- Created research strategies and executed usability studies and user interviews
- Collaborated with product management and engineering teams to stream line the kiosk payments process
- Created wireframes, flows and visual design recommendations for the kiosk and its related personal-use iPhone app
- Created a clickable prototype to illustrate key flows and interactions for an office worker using the device, focusing on first time use
- Delivered service design strategies to enhance the end-to-end use of the Cooki robot, focusing on improving the instructional design applied to its food containers and designing a system of LED lighting to communicate the device's state

## EDUCATION

### GENERAL ASSEMBLY

UX DESIGN • UXDi  
2015

### COLUMBIA COLLEGE CHICAGO

BFA • Graphic Design  
2004

### INTERNATIONAL ACADEMY OF DESIGN AND TECHNOLOGY

AA • Computer Graphics  
2001

## SKILLS

Graphic / Visual Design  
Presentation Design  
UX  
User Research  
User Flows  
Usability Testing

## TOOLS

Adobe CC  
Keynote  
PowerPoint  
InVision  
Sketch

## HAPPY CLIENTS

AYASDI  
COVERGIRL  
DDW  
FICO  
FUEL CAPITAL  
J.P. MORGAN  
KELLOGG'S  
OLAY  
O'MELVENY  
ONEMEDICAL  
ORRICK  
PROCTER & GAMBLE  
PTLA REAL ESTATE GROUP  
PWC  
RIAZ CAPITAL  
SEGMENT  
SJSU  
SYNMP  
TASKRABBIT  
TUBEMOGUL