



KARINA SOKULSKI

FREELANCE GRAPHIC DESIGNER

CONTACT

- ✉ karina@karina-sokulski.com
- 📍 Katy, Texas
- 🌐 karina-sokulski.com
- 🌐 bookishpromotions.com

MEDIA LINKS

- 📷 @BookishPromotions
- 📘 @BookishPromotions
- 📷 @BookishPromotions
- 📷 @BookishPromotions

SKILLS

- 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

EDUCATION

Graduation December 2015
University of Houston
Liberal Arts / Creative Writing
Minor in History

EXPERIENCE

Bookish Promotions *Feb. 2019 - Present Day*
Freelance Graphic Designer

- 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

HoustonWritersGuild.com *Feb. 2022 - May 2022*
Website Migration and Redesign

- Online server migration of client. Transferred client's domain to new web builder, constructed mailing system for client's subscribers on new web builder.
- Redesigned and strengthen visual identity of client's pre-existing company website
- Developed graphics and layouts for company website mirroring company brand style

FernBrady.com *Jun. 2020*
Website and Logo Design

- Migration of client from one web building tool to another. Transferred client's domain to new web builder, constructed mailing system for client's subscribers on new web builder.
- Redesigned and strengthen visual identity of client's pre-existing company website
- Developed graphics and layouts for company website mirroring company brand style

InklingsPublishing.com *May 2016 - Present Day*
Webmaster and Design Specialist

- 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

WordfallPublishing.com *Jan 2019 - March 2021*
Website and Logo Design

- 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