



📍 Katowice, Poland
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PORTFOLIO

Behance: [behance.net/klaudia269d0e7](https://www.behance.net/klaudia269d0e7)

SKILLS

- Brand & Visual Identity
- Social & Ad Creatives
- Marketing & Campaign Materials
- Newsletters & Presentations
- Photo Editing & Retouching

TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Figma
- AI Tools

LANGUAGES

Polish: Native
English: B2

Klaudia Juszczyk

Graphic Designer • Brand & Marketing

Graphic Designer with 7+ years of experience creating visual communication for a technology company. I specialize in branding, digital campaigns, and sales enablement materials. I independently manage projects from brief to final delivery, combining strong visual craft with business objectives. My UI/UX and AI-assisted design experience further supports my creative process.

EXPERIENCE

Graphic Designer

NOVEMBER 2018 – PRESENT

Kotrak

Responsible for the company's visual communication across marketing, sales, and digital channels. I collaborate with marketing, sales, product teams, and senior leadership, managing projects from initial brief through design and final delivery.

- Create digital campaign assets, social media and advertising creatives, and email newsletters.
- Develop and maintain a consistent visual brand system across all communication channels.
- Design sales presentations, proposal decks, and collateral that support the sales process.
- Translate briefs into creative concepts and carry them through to production-ready final assets.
- Design interfaces, wireframes, prototypes, and user flows in Figma.

SELECTED BRANDING PROJECTS

2025 – PRESENT

- Design visual identities and communication materials for small service-based brands.
- Lead the process from moodboards and creative direction to logo design, visual systems, and social media assets.
- Use AI tools for research, concept exploration, and asset production, followed by manual refinement in Adobe Photoshop and Illustrator.

EDUCATION

Postgraduate Certificate in UX/UI Design

Cracow University of Technology

2025 – 2026

Master of Arts in Computer Graphics

Academy of Silesia

2017 – 2022

Photography Technician

Technical Secondary School No. 3, Katowice

2012 – 2016