

CAROLINE GRICIK

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A UX/UI Designer with a background in Marketing and Communications

EXPERIENCE

Freelance UX/UI Designer

December 2020 – Current | Los Angeles, CA

- Designed and built websites for clients using tools like Webflow and Wordpress.
- Conducted a usability review of Anyplay, an audiobook subscription service based in Europe.
- Created an interactive learning experience using Agora's video conferencing technology at the Protothon Hackathon.

Executive Assistant to EVP of Global Communications + Corporate Branding | Paramount Pictures

July 2019 – Current | Los Angeles, CA

- Provide administrative support: scheduling meetings, taking notes on calls, and booking travel.
- Maintain a Department Calendar which tracks ongoing within the team and across the industry.
- Project managed the creation and distribution of the annual Holiday Card to 600+ recipients: designed the card with graphic designers, gathered recipient delivery information and coordinated with the printing vendor to ensure the deadline was met.

Specialist, Brand Marketing + Communications | Sunbeam Vintage

December 2018 – July 2019 | Los Angeles, CA

- Teamed with graphic designers to develop a new logo and branding.
- Managed the brands presence across all social media platforms including Instagram and Pinterest.
- Coordinated pop-up shops and shoppable lounges at industry design events like the LA Design Festival.

Senior Coordinator, Corporate Communications + Marketing | AMC Networks

May 2017 – June 2018 | New York, NY

- Wrote and circulated press releases to reporters.
- Planned department summer and holiday events with 60+ attendees.
- Developed concepts for branded premiums.

EDUCATION

Designlab UX Academy

November 2020

UX Design Bootcamp

New York University, Steinhardt School of Culture, Education + Human Development

May 2015

Bachelor of Science in Media, Culture and Communications

Minor in Business Entertainment, Media and Technology at the Stern School of Business

Relevant Coursework: Web Design and Computer Principles, Internet Design, Intro to Psychology, Architecture as Media

New York University: Prague, Czechia

Spring 2014

ADDITIONAL EDUCATION

UI Short Course, Designlab: 2020

Design 101 Course, Designlab: 2020

Marketing + Strategic Communications Writing Class, NYU: 2017

SKILLS

Language: Conversational Russian

Computer: Figma, Sketch, Webflow, Wordpress, InVision, Miro, Google Workspace, Google Analytics, Excel, Word, PowerPoint, Prezi, Canva, Social Media

VOLUNTEER WORK

Grassroots Design Festival UX Writer and Visual Design Collaborator: 2021

Young Storytellers Mentor: 2020, 2021

AFI Film Festival Theater Operations and Production: 2018