



KAROLINA BADZMIEROWSKA

DIGITAL CREATIVE MANAGER

WORK EXPERIENCE

CONTACT

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PORTFOLIO

karolinabadz.com/portfolio

PROFESSIONAL SKILLS

Project Management
Marketing Strategy
Communications
Business Development
Product Development
Research and Analysis
Digital Marketing
UI/UX Design
Website and Mobile Design
Graphic Design

PERSONAL SKILLS

Creative thinker & problem solver
Driven Optimistic
Relationship builder
Resourceful
Team player and leader

DIGITAL SKILLS

Adobe Creative Cloud: Photoshop, XD, Illustrator, InDesign, Premiere Pro, Rush, Acrobat, Lightroom, Express
Figma, Miro, Canva
Google Workspace
Microsoft Office
CMS/WordPress
Image & video editing
Photography
Basic HTML/CSS

PROJECT MANAGEMENT

- Independently managed Noho's participation in EU-funded projects such as EMOTIVE, Share3D, MEMEX, and SheLeadersVR, including team management proposal writing, planning, scheduling, deliverables, technical reporting, budgeting, tracking and monitoring, risk management, meeting facilitation, problem solving, communication and dissemination.
- Managed specific components in a range of projects, e.g. product development, UI/UX design, graphic design, branding, website and mobile app design, content creation, testing and assets.
- Managed internships and work placements, including planning, mentoring, supervision, training, reporting and evaluation.

MARKETING & COMMUNICATIONS

- Led Noho's marketing and communications, including creative content development, marketing strategy, market analysis, digital marketing, Google Analytics and brand management.
- Successfully managed EU-funded projects' Communications work packages, produced and designed content (web, print, reports, video, exhibitions, newsletter, social media, events).
- Liaised directly with clients and delivered creative content for their marketing and communications channels

DESIGN - UI/UX, WEB, MOBILE, TOUCHSCREEN

- Led web, mobile and touchscreen applications design projects, including idea generation, visual design, research, user requirements, wireframing, prototyping, usability testing, evaluation and working directly with developers.
- Created concepts, designs and interactions for audio guides, augmented and virtual reality apps, games, quizzes, trails, timelines, maps, online learning, museum experiences and online art collections.
- Designed mobile apps for clients such as the Office of Public Works, National Sculpture Factory, Butler Gallery, Ulster Museum, Mid Ulster District Council, Hunterian Museum (Glasgow University), Time Keeper, Four Courts and EU-funded projects MEMEX and SheLeadersVR.
- Developed websites in WordPress for Noho, Cross Culture, Mayne Bog Trackway, Time Keeper, and designed websites for Seeing Ireland and Lower German Limes.
- Designed touchscreens for museums, visitor centres and heritage sites: Templemore Baths (Belfast), Hunt Museum (Limerick), Allard Pierson Museum (University of Amsterdam), Trinity College Dublin, Dublinia, Céide Fields (Co. Mayo, Ireland), Maquette Rome (Brussels), Lower German Limes (Bonn), GoQuest (Dublin), GAA Museum (Dublin), Glasnevin Cemetery (Dublin), Grand Opera House (Belfast), The Europa Hotel (Belfast) and St. Patrick's Centre (Downpatrick).

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DUBLIN, IRELAND

DIGITAL CREATIVE
MANAGER

March 2017 - Present

WORK EXPERIENCE

EDUCATION



PHD - DIGITAL HUMANITIES AND ART HISTORY

Trinity College Dublin
2012 - 2018



MA - HISTORY OF ART & ARCHITECTURE

University of Limerick
2007-2009

LANGUAGES

ENGLISH - Fluent
POLISH - Native

INTERESTS

Marine Biology
Nature, Wildlife & Biodiversity
Weather
Design & Fine Arts
Stand Up Paddle Boarding
Sailing
Heritage & Museums
Digital Technologies

SOCIAL

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 [@karolinabadz](#)

ART

Made by Anulka

GRAPHIC DESIGN AND MEDIA

- Designed panels and graphics for exhibitions: Áras an Uachtaráin (Dublin), MEMEX (Paris, Lisbon), Dublinia, Birr Castle (Co. Offaly, Ireland).
- Filmed and edited videos for Noho and clients.

BUSINESS DEVELOPMENT

- Played a key role in Noho's business development by actively promoting business growth, identifying new opportunities, fostering strategic partnerships, contributing to tender applications and expanding professional networks.
- Secured four project partnerships funded by the European Union.
- Established and maintained strong connections with current clients and stakeholders.
- Represented Noho at various national and international events and conferences.

PRODUCT DEVELOPMENT

- Co-designed Cross Culture platform; managed its development and launch, including website (design, development, photography and video) and marketing.
- Contributed to digital product design and development for Noho's clients (web, mobile and touchscreen applications).

COMMUNICATIONS

- Developed and successfully implemented communications strategy for CLARIN ERIC across website, publications, email marketing, outreach activities, events and social media.
- Designed annual conference communication materials (online and print).
- Generated and executed new ideas supporting outreach activities helping the academic community reach out to wider audiences.
- Liaised with scholarly partners and stakeholders from humanities and social sciences bodies across Europe.
- Advised and guided researchers in language technologies and natural language processing with communication tools and strategies.

PAST EXPERIENCE

MAYNOOTH UNIVERSITY PROJECT & COMMUNICATION COORDINATOR, RESEARCH ASSISTANT

Jun 2013 - Dec 2016

TRINITY COLLEGE DUBLIN RESEARCH ASSISTANT

Apr 2013 - Apr 2014

WALLACE'S TAVERNA DUBLIN RESTAURANT MANAGER

Jul 2011 - Oct 2012

NATIONAL MUSEUM OF IRELAND MARKETING INTERN

Jan 2012 - Sep 2012

AZUR LIMERICK RESTAURANT MANAGER

Mar 2008 - Jul 2011

HUNT MUSEUM LIMERICK CURATOR OF EDUCATION AND OUTREACH

Mar 2010 - SEP 2010

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DUBLIN, IRELAND

DIGITAL CREATIVE MANAGER

March 2017 - Present



UTRECHT,
THE NETHERLANDS

COMMUNICATIONS OFFICER

Mar 2017 - Sep 2019