



Malgorzata Kardynal

Graphic & Digital Designer

PERSONAL STATEMENT

Experienced, versatile, and integrated Graphic & Digital Designer with over 9 years of proven success delivering high-impact, cross-channel creative solutions. My expertise spans a diverse range of sectors, including high-profile B2B accounts, government, healthcare, and travel, with a strong focus on advertising, digital design, brand identity, UI/UX, web asset design, and custom illustration. I am a comprehensive visual storyteller capable of driving the entire design lifecycle—seamlessly managing projects from initial conceptual strategy through to precise technical artworking and final cross-channel delivery.

Having recently delivered strategic campaign assets for major accounts like Sky Business, I excel in fast-paced, collaborative studio environments alongside creative directors, copywriters, and developers. I combine a meticulous eye for detail with deep proficiency across the Adobe Creative Suite while actively expanding and continuing to build my expertise in Figma, always ensuring that brand consistency remains flawless across multiple concurrent projects.

Continuous innovation is central to my workflow; I actively integrate emerging AI-assisted tools (such as Midjourney, Adobe Firefly, and Copilot) into real-world projects to optimise efficiencies and push creative boundaries. Simultaneously, I am developing my skill set in motion graphics and video editing to ensure I bring a modern, multi-dimensional approach to digital advertising and web asset creation.

EXPERIENCES

Most recently, I worked within the B2B creative team at The Croc, focusing primarily on the Sky account and helping to deliver several major cross-channel campaigns promoting Sky Business. Prior to this, I was part of a high-energy creative team at Four Agency, delivering multi-channel design solutions across healthcare, pharma, travel, property, education, and the public sector. Key clients included the Financial Services Compensation Scheme (FSCS), Payment Systems Regulator (PSR), Department for Education (DfE), Fyffes, The Centre for Ageing Better, Arts Council England, Department for Energy Security and Net Zero (DESNZ), National Police Chiefs' Council (NPCC), and Network Rail. In this role, I produced a wide range of print and digital assets—including brand identity, data visualisations, social media graphics, web content, bespoke illustrations, and interactive digital display ads—most notably for Janssen Pharmaceutica, where my new creative concepts measurably improved click-through rates and engagement metrics.

Earlier in my career, I delivered key design collateral at The Leadership Network (GEMBA) for executive training programmes with global brands such as Google, Toyota, Coca-Cola, and Nestlé. Through these roles, I gained extensive experience in agile/ scrum frameworks, VR-based design, and web project lifecycles, alongside completing several training workshops like Digital Skills Workshops at Red Academy London in my spare time.

EDUCATION

Southampton Solent University September 2013 – June 2016
BA (Hons) Graphic Design - 2:1

Uxbridge College September 2010 – June 2012
BTEC Level 3 Extended Diploma in Art & Design (Graphic Design) - *Triple Distinction**

Convent of Jesus and Mary Language College November 2008 – June 2010
GCSEs

DIGITAL TOOLS & SOFTWARE SKILLS

Adobe Photoshop	
Adobe Illustrator	
Adobe InDesign	
Adobe Express	
Copilot	
Figma	
Sketch	
Google Web Designer	
Adobe Premiere Pro	
Powerpoint	
Canva	

AI & Automation: Microsoft Copilot, Adobe Firefly, Midjourney, ChatGPT, Claude
Productivity & Platforms: Microsoft Office, Mac & Windows OS, Slack, Forecast

Other familiar apps and programs: Celtra, InVision

PORTFOLIO

- PDF [Link](#)
- Behance [Link](#)
- Website [Link](#) (in progress)

CONTACT

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WORK EXPERIENCE

- The Croc, London, Creative Midweight Designer**
March 2026 - June 2026 (Role concluded due to company liquidation)
 - Focused primarily on the Sky account, delivering high-profile, cross-channel marketing campaigns promoting Sky Business.
 - Collaborated closely with creative directors and copywriters to produce high-performing digital advertising banners, social media graphics, and web assets.
 - Managed rapid-turnaround stakeholder feedback while executing precise artworking and maintaining strict brand consistency.**Key Focus: B2B Marketing Design • Digital Advertising • Campaign Delivery • Artworking & Production • Social Media Content • Brand Consistency (Sky Account)**
- Four Agency, London, Graphic Designer**
June 2021 - December 2025
 - At Four Agency, I worked as part of a small, fast-paced creative team, delivering design solutions across diverse sectors, including health, pharma, travel, property, education, and public sector. My role encompassed strategic and day-to-day creative needs, contributing across the project lifecycle from concept development to final delivery.
 - I delivered branding, marketing campaigns, and cross-channel communications across both print and digital platforms. This included infographics, social media graphics, digital ads, signage, and website assets. I also handled artworking and production, ensuring consistency and quality across all outputs.
 - My work involved adapting creative for multiple formats and audiences, responding to stakeholder feedback, and collaborating closely with account managers. I also explored AI-assisted design tools to enhance workflow and creative experimentation.**Branding • Graphic Design • Artworking • Campaign Development • Marketing Design • Data Visualisation • Website Asset Design • Social Media Content Creation Signage & Environmental Graphics • Print Design • Digital Advertising • Cross-Channel Creative • AI-Assisted Design Workflows**
- Four Agency, London, Junior Designer**
March 2019 – June 2021
- The GEMBA, London, Junior Graphic Designer**
November 2016 – January 2019
 - Progressed from intern to junior designer, contributing to the development of promotional materials for executive training programmes with high-profile clients including Toyota, Google, Coca-Cola, and Nestlé.
 - Delivered a wide range of creative outputs, such as promotional assets, logo designs, infographics, social media content, web graphics, blog visuals, and campaign collateral.
 - Supported the creation of VR-based training experiences and collaborated with developers within agile/scrumb frameworks, while gaining practical experience in maintaining brand consistency and executing designs across multiple platforms.
- Early Career / Work Placements**
 - **Di Mainstone** – Junior Graphic Designer (September 2012)
 - **SMAART Publishing Ltd** – Design Assistant (March 2012)

ACHIEVEMENTS

- Four Agency Internal Awards: Won multiple company-wide accolades, including Learner of the Year (2023), Creative of the Year (2022), Digital & Innovation Award (2021), and Star Performer (2020).
- UI Design Recognition: Featured twice on a prominent UI inspiration profile, garnering over 1,400 likes [Link 1](#) & [Link 2](#)
- Exhibitions: FLOAT / FLUKT / ESCAPE exhibition displayed at Kragerø Kunstskele, Norway (June 2016) and Southampton Solent University (November 2015) [Link 1](#) & [Link 2](#)

LANGUAGES



ENGLISH



POLISH