

Sabrina Gregorowicz

Designer & Creative Strategist

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Summary

Multidisciplinary creative based in NYC with experience in brand building, art direction, UX/UI, product design, e-commerce coordination, data analytics, and project management. My most recent role supported Aphmau, a content creator with 25 million YouTube subscribers, by owning the design strategy and overseeing the development of their websites.

Work Experience

CatFace / Senior Web & Digital Designer

Jun 2025 - Jun 2026

- Led web strategy, focusing on balancing storytelling, usability, and scalability while improving marketing and e-commerce metrics such as SEO, user retention, and conversion rates
- Owned the creative direction of product launch campaigns from sourcing photographers and establishing art direction to reviewing and approving final digital assets
- Pitched growth opportunities and partnered with marketing teams, improving the e-commerce website by increasing monthly active visitors from 75k to 250k, improving checkout conversion by 14%, and surpassing sales goals by 24%
- Managed web projects by defining scope, establishing timelines, organizing tickets, and approving test links
- Partnered with leadership to develop cross-functional brand libraries including guidelines, assets, and design systems
- Mentored junior creatives on visual direction, ensuring visual consistency and maintaining brand integrity

CatFace / Graphic Designer

(FT Contract: Jan 2023- Mar 2023) / Jan 2023 - Jun 2025

- Led the design direction for digital marketing materials such as web banners, email blasts, and product-based social content
- Designed responsive web mocks/ prototypes, optimized assets for development, and organized information architecture
- Collaborated cross-functionally with marketing, product, e-commerce, and engineering teams to coordinate launch logistics, ensuring timelines were met, specifications were accurate, and Shopify/ app integrations functioned properly

Freelance / Designer

Sept 2020 - Jan 2023

- Designed branding and merchandise assets for clients, incorporating revisions based on feedback

AC Institute / Design Assistant

Sept 2019 - Sept 2020

- Designed digital graphics for web, newsletters, and social media promoting small artists and exhibitions
- Researched, organized, and facilitated virtual art events, adapting to pandemic limitations

Education

Purchase College / BFA in Visual Arts- Minors in Art History & Arts Management

Aug 2015 - May 2019

Certificates

Meta / Introduction to Front End Development- HTML, CSS, and Javascript

Nov 2022

Google / Google Analytics for Beginners

Oct 2022

Skills

Softwares / Figma, Adobe Suite (Photoshop, Illustrator, Premiere, After Effects) Microsoft Clarity, Google Analytics, Mailchimp, Shopify

Multilingual / Fluent in Polish, beginner level Spanish

Notable Experience

Learning Assistant / Private Tutoring

Jun 2020 - Jul 2021

- Developed a tutoring curriculum for a student with disabilities, balancing mental and developmental needs during the pandemic

Event Organizer & Founder / SUNY Purchase Visual Art Exchange

Jan 2019 - May 2019

- Organized art market events and started a Facebook group to support creatives and build community across disciplines

Learning Assistant / SUNY Purchase

Sept 2018 - May 2019

- Assisted art professors with lessons and tutored arts management classes

Manager / Thai Golden

Jul 2015 - Aug 2018

- Increased sales from \$1,500/day to \$4,000/day by supporting social media content and event planning