

# Sabrina Gregorowicz

## Designer

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### Summary

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

### Work Experience

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#### **CatFace / Senior Web & Digital Designer** **Jun 2025- Present**

- Develop and evolve brand libraries including UI kits, design systems, and component libraries
- Mentor and lead junior creatives on visual direction, ensuring visual consistency and maintaining brand integrity
- Plan and execute web updates based on SEO/ analytics data, customer feedback, and business objectives, resulting in a 14% improvement in checkout conversion rate and surpassing Q1 2026 sales goals by 24%
- Lead the digital creative development of internal product launches, from coordinating with product development and e-commerce teams to approving final web deployments
- Manage multiple ongoing projects including sourcing freelancers, reviewing applications, and interviewing candidates for various creative and development roles
- Onboard new team members by compiling resources, defining project scopes, and establishing timelines

#### **CatFace / Graphic Designer** **Jan 2023- Jun 2025**

- Design responsive web mocks/ prototypes, optimize assets for development, and organize information architecture
- Direct photoshoots and edit product/ promotional images for digital platforms including web banners, email campaigns, and paid/organic social content
- Oversee Shopify updates and evaluate third-party apps, partnering with e-commerce teams to resolve any technical issues

#### **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

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#### **Purchase College / BFA in Visual Arts- Minors in Art History & Arts Management** **Aug 2015 - May 2019**

### Certificates

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#### **Meta / Introduction to Front End Development- HTML, CSS, and Javascript** **Nov 2022**

#### **Google / Google Analytics** **Oct 2022**

### Skills

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

**Multilingual** / Fluent in Polish, beginner level Spanish

### Notable Experience

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#### **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 campus 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