

JULIA, GWIOŹDZIK

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EXPERIENCE

Graphic Designer

TomTom | Internship | 09/2025 - present

- Designed and localized creative assets for B2C marketing campaigns used in print and digital, such as CRM emails, performance ads, and store displays.
- Contributed to branding projects and creative brainstorming to strengthen TomTom's visual identity and design consistency.

Graphic/Web Designer

Center for Politics and Communication | Contract | 07/2025 - 11/2025

- Designed a new visual identity and website to modernize the image of the Political Communication Department at UvA.
- Updated and managed the website content on Wordpress.

Social Media Content Creator

TomTom | Internship | 08/2024 - 08/2025

- Managed the full video creation process, including ideation, script-writing, filming, and editing. Created content for a combined audience of 1.5 million.
- Responsible for setting up ads, tracking performance, and reporting for 6 major campaigns, including 2 product launches.

Social Media Assistant

Maastricht University Library | Part-time | 09/2022 - 01/2024

- Filmed and edited social media content, often appearing in front of the camera.
- Grew the channel from 1.5k to 3.5k followers and established a consistent style for the content.

SKILLS

Graphic design

Illustrator, Photoshop, Figma

Video-editing & motion design

Premiere Pro, After Effects

Content production

Filming, audio set-up, script-writing

Social media management

Hootsuite, Ads Managers (Google, Meta, TikTok)

Research

SPSS, Atlas.ti

Languages

Polish (native), English (C2), Spanish (B1)

EDUCATION

MSc Political Communication

University of Amsterdam | 02/2025 - 01/2026

BA Liberal Arts and Sciences

Maastricht University | Cum Laude Distinction | 02/2021 - 01/2024