

GABI KIRYLUK

I design digital and physical experiences that merge creativity, technology, and sustainability to foster human connection and positive impact.

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EXPERIENCE

Installation Developer

University of Leeds | 2023 – present | Loops for Stagnation installation

- Designed and developed an interactive projection, independently securing £400 in funding for its exhibition at the Leeds Student Union visited by over 90 students and staff.
- Led user research with 40+ participants applying Think Aloud, interview, surveys and field note methods to evaluate user perception of the installation. Delivered a detailed report on findings.
- Showcased the installation across Europe engaging audiences at community driven events e.g. Sustainable Futures Lab at KTH, Night of Museums at Warsaw and Student Sustainability Research Conference.

Sustainability Communications and Engagement Assistant

University of Leeds Sustainability Service | 2021 – 2022 | Leeds, UK

- Produced audio – visual content for social media, website and newsletter. Introduced video content on Instagram boosting engagement rates by 300%.
- Tracked and analysed web and social media performance in Google Analytics and SproutSocial.
- Managed and supported 4 student sustainability architects in developing marketing strategies for their projects.
- Worked closely in multidisciplinary teams to create sustainability campaigns for Sustainable Labs, Climate Week, Climate Plan, Litter Picks, adapting them to diverse audiences.

Digital Designer

International Concert Series | 2021 – 2022 | Leeds, UK

- Created promotion for the Summer Series concerts on social channels and edited concert recordings.
- Designed and pitched brand identity for an online festival Emerge.
- Conducted UX review of the website, driving a website redesign for improved accessibility and legibility.

Digital Designer

Digi – Digital Marketing Micro Agency | 2019 – 2020 | Leeds, UK

- Developed brand identity for Global Careers Month careers fair, designing 20+ digital and print materials.
- Collaborated with clients and agency leadership to translate brand visions into compelling digital assets.

EDUCATION

MSc Interactive Media Technology

KTH Royal Institute of Technology in Stockholm

2024 – present

Creative Coding Postgraduate Certificate

University of Social Sciences and Humanities in Warsaw

2023 – 2024

BA Digital Media

University of Leeds | 2019 – 2023

Grade: First Class Honours

SKILLS

Adobe Creative Suite: Photoshop, Illustrator, InDesign, AfterEffects, AdobeXD

Content Creation: Instagram, Sprout Social, Canva

Digital Fabrication: LightBurn, Fusion360, Arduino

Front End: HTML5, CSS, basic JavaScript

UX/UI: User research (Think Aloud, survey, diaries, observation methods)

Work ethics: Interdisciplinary collaboration, design thinking communication proactive problem solving, creative ideation

LANGUAGES

English – C1

Polish – Native

Swedish – A2+