GRACEYN BALMER

Graphic Designer

913-593-1127

graceyn31@gmail.com

23852 W 124th Ct, Olathe KS, 66061

SUMMARY

I am a creative and ambitious Graphic Design and Advertising and Public Relations student with a strong desire to expand my skill set and techniques in the field. I am passionate about crafting innovative design solutions that effectively communicate messages and engage audiences. Eager to contribute my fresh perspective and dedication to the creative industry, I am committed to continuous learning and growth in my craft.

EDUCATION

University of Nebraska-Lincoln

Bachelor's Degree in Graphic Design
2023 - Present
Deans List: Fall 2023 and Spring 2025

SKILLS

- Adobe Creative Suite
- Procreate
- Illustration
- Keynote
- Social Media Management
- Advertising
- Digital Marketing
- Creativity/Innovation
- Collaboration/Teamwork

ACTIVITIES

- Dance Marathon Event Programming and Design Staff Member
- Job Shadowing at VML
- Global Career Excelerator Participant
- Design Club Member
- Advertising and Public Relations Club Member

PORTFOLIO

https://www.behance.net/graceynbalmer

PROFESSIONAL EXPERIENCE

Graphic Design Intern

Sparkcade Marketing | Summer 2025

- Created multiple types of social media graphics for the company podcast
- Created a visual identity for a book release campaign
- Collaborated with clients to redesign a website

Social Media Intern

Lighthouse (Through University), Lincoln NE | Fall 2024

- Developed creative, engaging, and on-brand content for Instagram to enhance audience engagement and increase visibility.
- Collaborated with colleagues to brainstorm innovative and unique social media strategies tailored to the target audience.
- Captured and edited photos for use in posts, maintaining consistency.
- Designed informative and promotional graphics to highlight special events, announcements, and closures.

Warehouse Packager

Hallmark, Leavenworth KS | Summer 2024

- Collaborated in a team to package Hallmark products, including wrapping paper and gift boxes.
- Gained valuable insights into the behind-the-scenes processes at Hallmark, observing how designs are integrated into various products.