



GRACE KALKMAN

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Professional Summary

Multidisciplinary Visual Designer with extensive experience in UI/UX, web design, email design, branding, and cross-platform marketing creative. I've led digital and print design initiatives for both established companies and independent clients, including large-scale email campaigns, WordPress websites, social assets, and full brand systems. Skilled at translating complex ideas into clear, structured, visually interpretable designs—an ability that directly supports writing, reviewing, and validating prompt-based AI training data. Known for strong communication, detail-oriented execution, and delivering high-quality creative solutions that improve user experience, strengthen brand presence, and drive measurable results.

Portfolio

- www.linkedin.com/in/grace-kalkman
- <https://www.gracekalkman.com/>

Skills

- Visual Design
- UI/UX Design
- Web Design
- Figma
- Adobe Creative Suite
- Illustrator
- Photoshop
- Sketch
- Visual Systems
- Layout Design
- Print Media
- Digital Media
- Branding & Identity
- Wireframing
- User Flows
- Interaction Logic
- HTML/CSS
- Prompt Development
- Prompt Analysis
- Design-related Prompts
- Reviewing & Validating Prompts
- Written Communication
- Critical Thinking
- Problem Resolution
- Creative Strategy
- Project Management
- Time Management
- Collaboration
- Quality Verification
- Process Organization
- Microsoft Office Suite

Professional Experience

Quill | Lincolnshire, Illinois
Graphic Designer
09/2024 - 12/2025

- Designed complete email campaign concepts in Figma, establishing modular layouts, hierarchy, and brand-consistent visual systems for the email marketing team.
- Independently designed and built a full rewards email in Klaviyo, handling layout, imagery, responsive formatting, and UX flow; partnered with the email developers only for final QA before deployment.
- Created printed bifold mailers from concept to production-ready files, integrating copy, layout, and brand elements for nationwide customer distribution.
- Owned paid social media design, producing weekly batches of static and

dynamic ad assets optimized for multiple channels (Meta, TikTok, LinkedIn, etc.), and A/B testing strategies.

- Designed web banners and on-site promotional assets for landing pages, seasonal campaigns, and search placements, ensuring accessible, conversion-focused layouts.
- Collaborated cross-functionally with the email, digital marketing, and web teams to maintain a consistent visual language across all customer touchpoints.

GAK Properties, LLC | Plainfield, USA
Web Designer, Graphic Designer
05/2018 - Current

- Designed and developed the full GAK Properties website in WordPress, building the company's first digital presence, and establishing a professional, scalable platform for showcasing services and available properties. This redesign drove a 50% increase in online inquiries, and significantly elevated brand credibility.
- Created and evolved the brand identity over nine years, including logo design, typography systems, color palettes, and visual guidelines, resulting in a 30% increase in brand recognition across all digital channels.
- Led all graphic design for the company, producing a wide range of print and digital assets—from brochures and mailers to social media graphics, ads, and email creatives—contributing to a 40% boost in social engagement and a 25% rise in tenant inquiries.
- Optimized the digital user experience with intuitive navigation structures, responsive design, and mobile-friendly interfaces, improving user satisfaction by 20%, reducing bounce rates by 15%, and improving lead conversions.
- Managed full-cycle creative projects, coordinating concept development, design execution, revision workflows, and final delivery. Consistently met tight deadlines and maintained a 95% client and tenant retention rate through polished, professional visuals.
- Produced professional-grade illustrations and design assets using Adobe Creative Suite (Illustrator, Photoshop, InDesign), ensuring cohesive, high-quality creative output across all marketing channels.
- Maintained ongoing updates to the site and all marketing materials, functioning as the company's sole in-house designer and creative lead for nearly a decade.

GK Design | Chicago, USA
Freelance Graphic Designer
02/2018 - Current

- Delivered end-to-end visual design solutions for local businesses, friends, and family-owned organizations, creating logos, brand systems, websites, and marketing assets tailored to each client's industry and goals.
- Built and designed responsive WordPress websites and UI/UX interfaces, focusing on intuitive navigation, clean layout systems, and visually consistent digital experiences across desktop and mobile.
- Developed cohesive brand identities—including logo design, typography, color palettes, and visual guidelines—that strengthened client brand recognition and elevated their professional presence.
- Produced diverse print and digital assets, such as brochures, business cards, social media graphics, email templates, and digital ads, ensuring clear communication and design consistency across platforms.
- Translated abstract client goals into structured, visually interpretable designs, demonstrating strong visual reasoning and communication—a skill directly transferable to creating and validating prompt-based AI training data.
- Collaborated closely with clients throughout the creative process, providing design guidance, gathering feedback, and refining deliverables

to align with business objectives and user needs.

- Applied creative versatility across a wide range of project types, adapting style, tone, and format to meet each client's market, audience, and desired impact.

Education

Northern Illinois University | DeKalb, IL

Bachelor of Fine Arts in Graphic Design

05/2025

College of DuPage | Glen Ellyn, IL

Associate of Applied Science in Graphic Design

05/2024

Professional Memberships

- The Professional Association for Design (AIGA)
- Society for Experimental Graphic Design (SEGD)
- Society for News Design (SND)
- Graphic Artist Guild
- The Society of Illustrators
- The Freelancers Union

Certifications

- Graphic Design Foundation Certificate
- Adobe Certified Expert (ACE) in Photoshop
- User Experience (UX) Design Certification