

# GRACE KALKMAN

WEB DESIGNER | UI/UX DESIGNER | GRAPHIC DESIGNER

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## PORTFOLIO

[www.gracekalkman.com](http://www.gracekalkman.com) | [linkedin.com/in/grace-kalkman](https://linkedin.com/in/grace-kalkman)

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## PROFESSIONAL SUMMARY

Web and Graphic Designer with experience creating responsive websites, digital campaigns, and branded visual content across web, social, email, and print platforms. Skilled in UI/UX design, WordPress, Figma, HTML/CSS, and visual branding. Strong understanding of layout, typography, responsive design, and user experience principles. Experienced collaborating with creative and marketing teams to deliver engaging, user-focused design solutions

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## CORE SKILLS & TOOLS

UI/UX Design • Web Design • Responsive Design • WordPress • Figma • HTML/CSS • Wireframing  
User Flows • Visual Design • Branding & Identity • Layout Design • Adobe Creative Suite • Email  
Design • Digital Marketing Design • Typography • Social Media Design • Content Strategy • A/B  
Testing • Front-End Styling • Design Systems • Creative Direction • Cross-Functional Collaboration

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## PROFESSIONAL EXPERIENCE

**Web & Graphic Designer** — Quill | Lincolnshire, Illinois 09/2024 – 12/2025

*(National B2B e-commerce retailer specializing in office supplies and business products)*

- Designed and built responsive email marketing campaigns using Klaviyo, balancing visual hierarchy, UX flow, and brand consistency across desktop and mobile experiences.
- Created digital assets including web banners, promotional graphics, paid social ads, and landing page visuals for seasonal and marketing campaigns.
- Applied HTML/CSS styling to customize layouts, troubleshoot rendering issues, and optimize user experience across platforms and devices.
- Produced static and motion-based social content for Meta, TikTok, and LinkedIn while supporting A/B testing initiatives to improve engagement and conversion performance.
- Collaborated with digital marketing and creative teams to maintain cohesive branding and visual consistency across multiple customer touchpoints.
- Designed print marketing materials including bifold mailers and promotional collateral for nationwide campaigns.
- Assisted in maintaining consistent brand standards across digital marketing assets, ensuring cohesive visual communication across email, web, and social platforms.
- Supported fast-paced campaign production timelines by organizing design assets, updating content, and preparing deliverables for deployment across multiple channels.

**Web & Graphic Designer** — GAK Properties, LLC | Chicago IL 05/2018 – 09/2024

*(Family-owned company, providing integrated facility maintenance & management solutions to residential & commercial clients)*

- Designed, developed, and maintained the company website using WordPress, improving user experience through responsive layouts, streamlined navigation, and modern visual design.
- Built custom web pages, branded graphics, banners, and marketing materials to support business growth and increase online engagement.
- Managed website updates, content organization, and front-end styling while ensuring visual consistency and usability across devices.
- Led branding and marketing design efforts across print and digital platforms including brochures, signage, social media graphics, and promotional materials.
- Increased online inquiries by 50% through improved site structure, visual presentation, and UX-focused design updates.

**Freelance Web & Graphic Designer** — GK Design | Chicago, IL

02/2018 – Present

*(Independent freelance design studio specializing in web design, branding, and digital marketing design services to independent and small business clients)*

- Designed and developed custom WordPress websites for small businesses, managing projects from wireframing and visual design through launch.
- Created brand identities, social media graphics, marketing materials, and digital assets tailored to individual client goals and audiences.
- Customized website layouts and styling using HTML/CSS to improve responsiveness, visual consistency, and user experience.
- Collaborated directly with clients to translate business goals into effective visual and digital design solutions.

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## EDUCATION

**Bachelor of Fine Arts — Visual Communications & Graphic Design**

*Northern Illinois University, DeKalb, Illinois*

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## TOOLS & SOFTWARE

Figma • Adobe Photoshop • Adobe Illustrator • Adobe InDesign • WordPress • Elementor  
HTML/CSS • Klaviyo • VS Code • Canva • Microsoft Office