



Jesse Balay

Graphic Designer and Programmer

Education

Bachelor of Science - Carroll University, WI
Graphic Communications | Computer Science

Competencies:

Adobe Creative Suite, Figma, Microsoft Office Suite, Microsoft Teams, Google Suite, Basecamp, and Stripo Email Builder.

Experience

Graphic Design and Video Specialist

Design Partners, WI | 2023 - Current

- Supported the multimedia and motion graphic development of multiple companies through creation of documentaries, demos, games, GIFs, infomercials, trailers, hype videos, and the like.
- Expanded engagement on TikTok and Instagram by tens of thousands of views and hundreds of likes for a handful of large corporations.
- Contributed to brand advancement through creation of videos, animations, storyboards, logos, infographics, promotional booths, flyers and email design.
- Gave consultation and direction on multiple product launches regarding naming and branding, headlines and descriptions, as well as design and copy.
- Communicated routinely with team members, project managers, and clientele in order to ensure all deliverables were completed successfully.

Graphic Design & Brand Specialist

Gurnee Park District, IL | 2021 - 2023

- Implemented email marketing design strategies that increased click and open rate by over 2%.
- Spearheaded organization's transition into multimedia and motion graphic design through creation of Instagram reels, video series, and GIF making.
- Improved Instagram Reel presence by increasing the viewership and like ratio of new content by tenfold the previous average.
- Designed Facebook images, Instagram squares, Instagram stories, email headers, app headers, web headers, web footers, skyscrapers and more for dozens of events and programs.
- Optimized design methodology of 55+ page seasonal program guide to decrease time invested to project by over 50%.
- Supported Park District efforts regarding diversity, equity, and inclusion through development of educational programming, overseeing the training for 30+ professional full-time staff, creation of an official constitution, continual organized record keeping, thoughtful project management, and with repeated review and dismantling of inequitable policies.

Contact

- jessebalay.design
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- 847-693-1996
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Background



Photography



Photo Editing



Videography



Video Editing



Print & Layout



Reels & TikToks



Email Design



GIF Making



Vector Illustrations



2D Animation



References

Jay Harris | Creative Director & Lead Video Designer
 262-332-0711 jgilbert@gurneeparkdistrict.com

Jennifer Gilbert | Director of Marketing and Public Relations
 847-599-5498 jgilbert@gurneeparkdistrict.com

Eric Esteban | Director of Technology
 847-336-0800 eesteban@d56.org

