



# JAKE BALCH

## OBJECTIVE

Through hands-on experience and creative collaboration, I seek to utilize my design skills by connecting and sharing ideas with my team. I strive to find and create strong, practical solutions for clients. My understanding of unique production specifications and media execution will contribute to your company's success.

## EXPERIENCE

### Senior Graphic Designer – Shutterfly – Eden Prairie, MN

October 2018 – Present

Design unique yearbooks for 1,000+ schools across North America, art direct and produce custom designs live both in webinar and in-person settings, manage company-wide production and client data, consistently create new templates and assets for Shutterfly's broad customer network.

### Assistant Art Director – Nemer Fieger – Minneapolis, MN

June 2015 – October 2018, (Graphic Designer, June 2012 – June 2015)

Assist with ideation and execution of assets for client projects, including branding, illustration, typography, campaigns, video, print and digital design.

### Production Artist – Redline Signworks – Mankato, MN

June 2011 – June 2012

Design and produce vehicle, billboard, and business graphics. Responsible for assembling and application of a variety of materials.

## SKILLS

### Design/Production Expertise

Creative Direction · Digital & Print Design · Media Campaign Development  
Branding · Social Media

### Software Expertise

Illustrator · Photoshop · InDesign · After Effects · Wordpress  
Microsoft Office · Google Workspace

### Public Relations Expertise

Organizational Communication · Campaign Development  
Integrated Marketing Communications · Presentation Skills

## EDUCATION

### Associates Degree – Interactive Media and Graphic Design

Minnesota School of Business, Richfield, MN – Class of 2011

## AWARDS

**AdFed – The Show 2018 – Nemer Fieger**

**Silver Pin in Regional/National TV Commercial**

“Giants Ridge Golf Top Five”

**2017 Surly Brewing Coaster Contest Winner**

## + CONTACT

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