

Gracie Hyemin Kwon

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EDUCATION

Northwestern University | Evanston, Ill.

December 2025

Bachelor of Science in Journalism, Data Science Minor, Segal Design Certificate

Cumulative GPA: 3.79 / 4.00

Relevant Coursework: Fundamentals of Video Journalism, Editing & Producing Magazine, Interactive Storytelling

EXPERIENCE

Warner Bros. Discovery | Atlanta, Ga.

Expected June — August 2025

Entertainment Marketing Social Media Intern:

- Will support the overall management of all social platforms across shows making sure goals are aligned across teams, messaging is consistent, content is strategically distributed, sponsorship requirements are met, etc.

The Kaleidoscope | Remote

August 2024 — present

Graphic Designer:

- Designed multi-platform visuals, including social media posts and print materials, enhancing brand consistency and increasing audience engagement by 40%
- Collaborated with editors and advertising teams to develop digital content, increasing post interactions by 10%
- Optimized page layouts and usability, enhancing user experience and contributing to a 20% growth in Instagram likes

nuAZN Magazine | Evanston, Ill.

March 2023 — present

Creative Director:

September 2023 — June 2024

- Led a team of 15 designers, producing three issues with unique visual themes, exceeding a readership of 1,000
- Developed issue-specific style guides to streamline workflow and reduce the time designers spend on first drafts
- Hosted three Adobe InDesign workshops provided individualized design support, minimizing edits during final checks

Page Designer:

March 2023 — present

- Designed seven feature spreads and visuals using Adobe InDesign, Illustrator, and Photoshop, increasing engagement
- Provided structured feedback to team members, ensuring design quality and consistency while reducing revision time
- Mentored six new designers, improving their proficiency in Adobe software and translating their idea onto paper

Won Art | Suwanee, Ga.

August 2024 — February 2025

College Preparation Tutor:

- Guided two students through Common App essays, supplementals, and artist statements to go along with their portfolio
- Organized students' application timelines and strategic plans, ensuring 100% deadline adherence
- Strengthened students' storytelling skills, helping them articulate personal experiences with clarity and authenticity

Norris University Center | Evanston, Ill.

September 2022 — present

Center Desk Attendant:

- Assisted hundreds of visitors weekly, improving campus accessibility and visitor satisfaction
- Trained a dozen new hires, ensuring consistent service quality and efficiency
- Improved response time for visitor inquiries through better resource organization and communication
- Attended biweekly meetings, quarterly trainings, and quarterly evaluations to set personal work performance goals

TheSocialTalks | Remote

September 2023 — December 2023

Editorial Intern:

- Edited and published three articles weekly, ensuring grammatical accuracy and adherence to journalism best practices
- Supervised content production for six different writers, streamlining workflow and reducing publishing delays
- Created shareable content that increased site engagement by 7%, contributing to audience growth globally

The Chariot | Johns Creek, Ga.

August 2018 — May 2022

Editor-in-chief:

March 2021 — May 2022

- Led a staff of 22 writers and designers, producing seven issues distributed to over 1,000 readers including local businesses and three nearby middle schools
- Designed three main spreads per issue, enhancing storytelling and thematic cohesion
- Managed a 10-week publication cycle, ensuring 100% consistency in terms of print and distribution days

TECHNICAL SKILLS & LANGUAGES

- Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere), R-Studio, Tableau, Flourish, Excel, Canva, Google Workspace, Slack, Social Media (Instagram, TikTok, Facebook, X)
- English (native), Korean (advanced), Spanish (advanced)