

# Anni

ANNIKA BALLESTRO

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## EDUCATION

**Bachelor of Fine Arts in Graphic Design**  
Texas Christian University | 2018-2021

## SKILLS

### Adobe Creative Suite

- Illustrator, Photoshop, InDesign, After Effects, Dimension

### Illustration

- Procreate

### Copywriting

### Figma

### Screenprinting

### DSLR Photography

## ACCOLADES

IAPD/IPRA Agency Showcase Judge | 2026

Nordan Scholarship | 2021

Society of Creative Excellence Member | 2021

American Advertising Federation | 2021

- Local Silver ADDY | PHOTOGRAPHY

Graphis New Talent Annual | 2021

- 2 Gold & 1 Silver medal | PHOTOGRAPHY & DESIGN

TCU Kick A\*\* Show | 2021

- 1 piece accepted by juror | INFOGRAPHIC

TCU Kick A\*\* Show | 2020

- 2 pieces accepted by juror | PHOTOGRAPHY

TCU Fine Arts Annual Juried

Student Exhibition | 2019

- 1 piece accepted by juror | ILLUSTRATION

## EXPERIENCE

**Freelance Designer** **2026-Present**  
Realtor.com | AUSTIN, TX

Worked with the internal design team to develop, iterate and execute on a range of digital and print initiatives within the RDC parent company.

**Graphic Designer** **2023-Present**  
97 Switch | CHICAGO, IL

Leading creative direction of existing client brand systems and establishing new visual brand identity systems across print and digital experiences whilst directly engaging with clients to empower them and raise the bar in their respective industries.

**Junior Graphic Designer** **2023**  
97 Switch | CHICAGO, IL

Under the direction of creative leadership, built out and expanded upon client design identities, animated digital assets for web experiences, retouched photography, and finalized print-ready files for clients and their third-party printing connections.

**Freelance Graphic Designer** **2022-2023**  
Platform Creator | MCKINNEY, TX

Flexibly assisted with creative needs spanning the creation of new digital design assets, photo editing and retouching, and digital art direction for web experiences.

**Design Intern** **2021**  
Lake Hills Church | AUSTIN, TX

Collaborated with the communications department to concept and build out new logos, visuals, event collateral, exterior signage and refresh the church's web experience.

**Freelance Graphic Designer** **Present**  
Annika Ballestro | DFW, TX

Worked with a variety of clients spanning a broad range of industries to elevate and refine their businesses through creating brand identities, updating promotional material, and directing animated advertisement spots.