

Gracie Simons

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EDUCATION

BBA: Media Arts and Design

Concentration: Interactive Design

Honors: Dean's List Spring 2025

James Madison University, Harrisonburg VA

Expected Graduation: May 2027

Cumulative GPA: 3.197

WORK EXPERIENCE

Campus Marketing Intern, Habits365 Greek, Harrisonburg, VA

October 2025 – Present

- Build meaningful relationships with Greek organizations to understand their apparel needs.
- Partner with Greek organizations to design custom merchandise for events.
- Manage orders while ensuring a seamless experience from design to delivery.
- Increased campus brand visibility by promoting apparel to 10+ Greek organizations.

Campus Representative, The Collegiate Lineup, Harrisonburg, VA

January 2025 – October 2025

- Partner with student organizations to coordinate custom apparel orders.
- Collaborate with clients and designers to ensure branding and design goals are met.

Barista, Bare Blends, Sarasota, FL

May 2025 – August 2025

- Prepared and served vegan smoothie bowls, juices, and meals.
- Delivered excellent customer service by assisting guests with dietary preferences.
- Ensured a clean and safe environment in line with food safety and sanitation guides.

Camp Counselor, Nathan Benderson Park Development, Sarasota, FL

May 2024 – August 2024

- Instructed boating safety and learning necessary for earning a Florida Boater's License.
- Led paddle sports and fishing activities while ensuring a safe and engaging environment.

EXTRACURRICULAR ACTIVITIES

Merchandise Chair, Alpha Delta Pi Sorority, Harrisonburg, VA

January 2025 – Present

- Designed custom apparel and accessories for 200+ members.
- Ensured brand consistency and chapter identity.
- Managed vendor relations and pricing with bulk orders.
- Collaborated with committees and the executive board to create merchandise for events including recruitment, philanthropy events, and more.
- Oversaw distribution of merchandise.

Member, Alpha Kappa Psi, Harrisonburg, VA

September 2025 – Present

SKILLS

UX & Design: User-centered design, Wireframing, Prototyping, Responsive Design, Accessibility (WCAG)

Design Tools: Adobe Illustrator, Photoshop, InDesign, Dreamweaver, GitHub, Figma, WordPress

Front-End: HTML, CSS, Bootstrap

PROJECTS

Interactive Sustainability Timeline Webpage: HTML, CSS, Flexbox, Responsive Design, AI-Assisted Development; <https://github.com/graciemaesimons-svg>

- Designed and built a responsive, interactive webpage using HTML, CSS, and Flexbox to present content in a timeline format.

- Applied AI-assisted coding workflows to develop, test, and refine layouts optimized for desktop and mobile devices.
- Improved a web page for a global audience by adding localization, accessibility, and interactive functionality using Bootstrap.
- Gained hands-on experience with inclusive design practices, responsive layouts, and accessibility standards used in real-world front-end and client-facing projects.

Interactive Portfolio Webpage: HTML, CSS, AI- Assisted Development; <https://graciemaesimons-svg.github.io/My-Portfolio/>

- Utilized HTML, CSS, and AI tools to design a clean, single page portfolio.
- Honed front-end fundamentals and modern workflows.