

MARICEL BALANZA

GRAPHIC DESIGN
MARKETING
COMMUNICATIONS
ILLUSTRATION

I'm a graphic designer, artist, and branding specialist with over a decade of professional experience in the wellness & service industry with marketing, communication, and design.

This portfolio showcases my work in marketing materials, graphic design, and illustration, reflecting my ability to communicate clearly and creatively for various audiences.

VISUAL DESIGN & CREATIVE PORTFOLIO

LOGO DESIGN

MB MASSAGE & BODYWORK

Logo & website design
for my own wellness
brand, MB Massage &
Bodywork.

www.mb-bodywork.com



LIVE LARG

Logo & website
design for Longevity
Advisor Research
Group specializing in
finding solutions for
longevity health and
wellness.

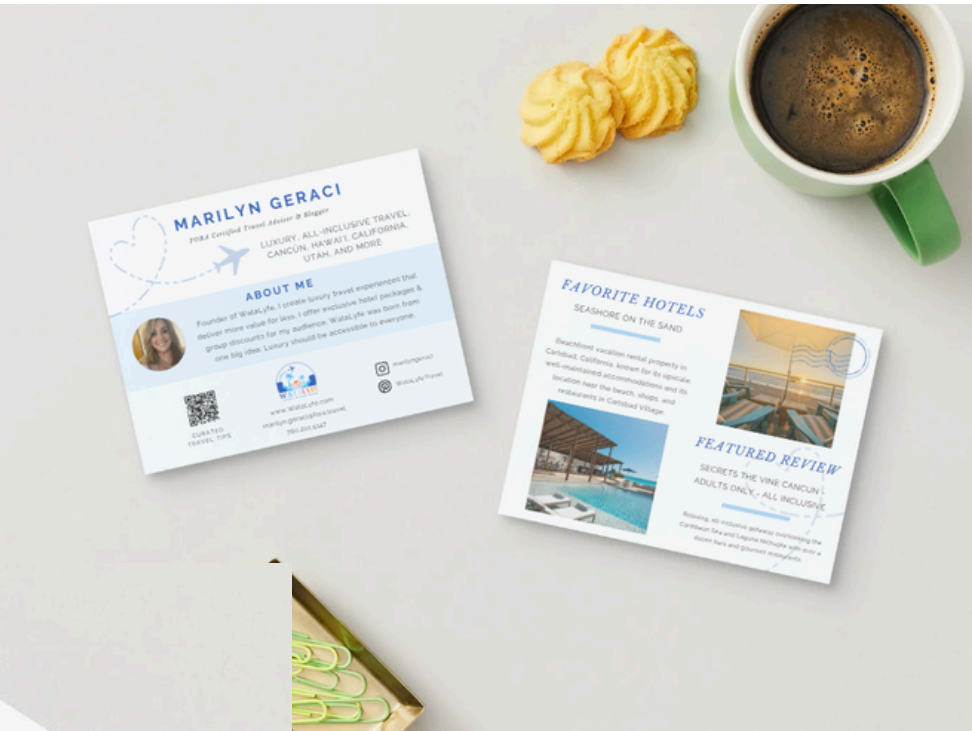
www.live-larg.com



MEDIA KIT & BUSINESS CARDS



WATALYFE A LUXURY TRAVEL ADVISOR AND BLOG SITE



Press kit, business card,
and logo design for
Watalyfe , introducing the
brand to the media and
potential collaborators or
clients.



FLYERS

INDIGO SANCTUARY



Social Media flyer for Indigo Sanctuary, providing information and graphics for a peaceful, exploratory sound meditation at Joshua Tree.

DESIGN PORTFOLIO



RISE SPIRITUAL CENTER

A flyer for both social media and print-advertising for a energy healing and sound bowl workshop facilitated by me and a partner, resulting in class sign ups and social media engagement.

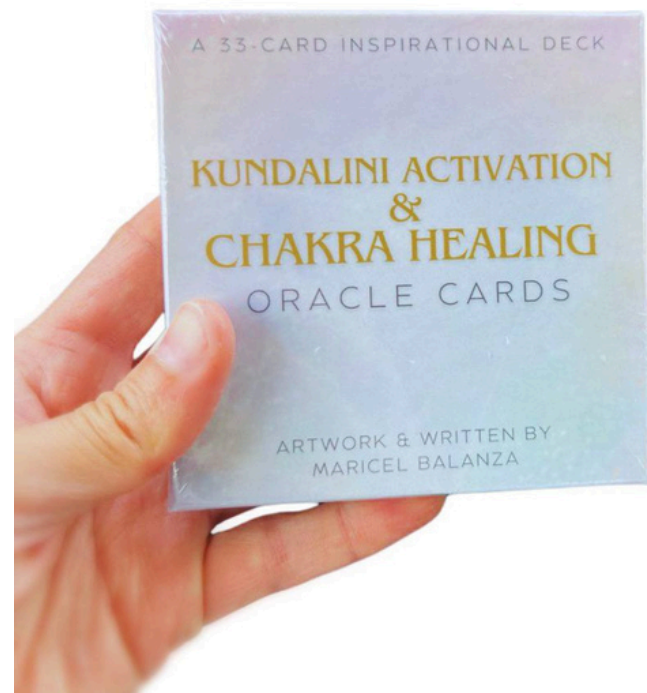
OTHERS PROJECTS

A collection of my design and illustration work on products of my own.

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ORACLE CARD DECK

This colorful 33-card kundalini inspirational card deck is designed to uplift and inspire you to connect with your life force energy, featuring affirmations and suggestions for healing associated with each chakra.



PET PORTRAIT GREETING CARDS

Custom pet greeting cards with original hand-drawn sketched portraits by me.



TESTIMONIALS

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“Working with Maricel Balanza has been an absolute pleasure. She is not only a talented graphic design artist but also a true friend who has been instrumental in bringing my WataLyfe brand to life. When I struggled with designing my logo, Maricel stepped in and created a beautiful, professional design that perfectly captured my vision.

Later, when I got stuck building my website, she took over with little to no guidance and delivered a clean, professional, and fully functional site in a very timely manner. Maricel is incredibly easy to work with; she listens, understands, and executes with precision, making the entire process stress-free and enjoyable.

She went on to design my business cards, media kits, and postcards with QR codes, all of which aligned seamlessly with my brand. Thanks to her creativity and professionalism, I now have a polished and cohesive brand identity that I'm proud to share.

I highly recommend Maricel Balanza to anyone in need of a skilled, reliable, and visionary design partner.”

– MARILYN GERACI,
WATALYFE FOUNDER

–MIKI TAYLOR, RADIANT BODY MASSAGE & WELLNESS

“Working with Maricel was delightful! She listened carefully to my visions and ideas and translated them into a grounded, sweet and meaningful logo and website that resonantly reflect my mission and my brand. She was so patient with my indecisiveness about little details, colors, and wording, and she offered many questions and ideas to help distill the essence of what I was seeking. The whole process was easy & collaborative, and I love the final product I can now call my own! I would recommend Maricel to anyone looking for a great designer.”



GET IN TOUCH



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WEBSITE

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DESIGNPORTFOLIO



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