

JULIE WATSON

GRAPHIC DESIGNER

hello.jwatson@gmail.com
hellojuju.com | 201.248.4533

EDUCATION

Syracuse University,
College of Visual & Performing Arts
BFA, Art Photography, May 2008
Minor in Writing

EXPERTISE

Art Direction
Creative Strategy
Layout Design
Brand Development/Management
Digital marketing
Photoshoot production

TECHNICAL SKILLS

Adobe CC: InDesign, Photoshop,
Illustrator, Acrobat Pro,
XD, Spark
MediaValet DAMS
Shorthand digital storytelling platform

Mac OS and PC Systems
Microsoft Office Programs

EMPLOYMENT

EMORY UNIVERSITY | Assistant Director of Graphic Design

Atlanta, GA | Nov. 2017 – Present

- Collaborates with clients and participates in the creative strategy, design, and production of multichannel communications for clients across the Advancement and Alumni Engagement division
- Creates tailored visual print and digital content that is aligned with overall Emory and division communications strategies
- Graphic design work including fundraising appeals, advertisements (print and digital), direct response mail and email, social media campaigns, digital stories, Power Point, fact sheets, and other web content
- Partners with other designers, writers, photographers, and videographer to achieve project goals.

ATLANTA BALLET

Creative Design Manager

Atlanta, GA | Sept. 2015 – Nov. 2017

Graphic Designer

Atlanta, GA | Sept. 12 – Sept. 2015

- Conceptualizes, designs and executes print and digital marketing materials for the Marketing, Development and CDE departments including the season brochure, ads, digital media, performance playbills, souvenir programs, media kits, postcards, formal invitation suites, fundraising appeals, direct response mail pieces, annual reports, quarterly newsletters, fundraising events (print & digital), brochures, web and social media graphics
- Responsible for maintaining Atlanta Ballet and Centre for Dance Education (CDE) branding in all internal and external marketing materials
- Manages Graphics Assistant, assigns projects, oversees project timelines, provides art direction/edits before giving final approval
- Conceptualizes, project manages and coordinates photo shoots with artistic staff
- Art director of photo shoots for season performances as well as company branding
- Manages and is responsible for distribution of all creative assets
- Manages dancer and choreographer photo approvals and final retouching
- Point of contact for the review and approval of all final corrections, exporting and uploading of collateral materials to vendors

THE HISTORY PRESS | Graphic Designer

Charleston, SC | May 2009 – August 2012

- Design and produce 100+ book cover designs a year for one of the country's leading local/regional history publishers
- Make all final corrections, exporting and uploading of cover and internal finals sent to print
- Liaison for the design and production of all company literature and visual media including media kits, postcards, brochures, web banners, ads
- Responsible for the production of the quarterly catalogue for new titles
- Process images used for print/web

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INTERNSHIPS

RAWLE MURDY ASSOCIATES, INC. | Creative Intern

Charleston, SC | August 2008 – April 2009

- Assisted in correcting various print and web documents
- Assisted in the design of various print layouts and web banners
- Archived former work from various clients
- Color corrected images to be used for print/web

CHARLESTON HOME AND DESIGN MAGAZINE | Creative Intern

Charleston, SC | Summer 2008

- Photographed various showrooms and interiors of homes for features
- Organized images for magazine's website
- Assisted in the proofing of upcoming issues
- Assisted in updating client database