

juleebrand

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I am passionate about design and communicating a message. Problem solving, researching, styling, directing, encouraging, teaching - I love every aspect of the design process from concept to completion. Whether marketing, branding, designing, or teaching - executing the challenge with integrity and relevance is always my goal.

PROFESSIONAL EXPERIENCE

08/18 - present

W. Brand Publishing

Nashville, Tennessee

Publisher / Art Director / Owner

- Acquire stories for traditional and hybrid publishing
- Facilitate editing, proofreading, design production, distribution, and promotion of books
- Assist self-published authors through the process and promotion

01/00 - present

designchik

Nashville, Tennessee

Art Director / Graphic Designer / Owner

- Graphic design specializing in book design, branding + identity, music packaging
- Work with clients to create company logos, identity and branding - within and outside music and literary industries
- Create imagery for CDs, DVDs, and book covers
- Format book interiors and design custom covers
- Brochure, flyer, t-shirt, ad, and promotional design

06/16 - 02/18

DWP LIVE

Nashville, Tennessee

Director of Marketing/Creative

- Create and execute PR, sales, and marketing campaigns for print and social media promoting The Hall (on-site live event venue), DWP Live, and DWP Rents
- Design all marketing materials for DWP Live ventures including identity structure for The Hall
- Cultivate relationships to expand the DWP Live brand globally
- Produce/create promo videos and case studies
- Developed and created Marketing department for DWP Live and The Hall

07/12 - 06/16

HACHETTE BOOK GROUP - NASHVILLE

Nashville, Tennessee

Art Director

- Designed and art directed book cover/jacket designs for faithwords, center street and jericho book imprints
- Edited and animated videos for promotion of the Nashville book imprints
- Researched new designers, photographers, and illustrators to stay current with market trends
- Negotiated and created contracts for outside design, illustration, and photography work

1/95 - 7/12

HIGH FIVE ENTERTAINMENT

Nashville, Tennessee

Creative Director/ Senior Graphic Designer/Motion Graphics Animator

- Maintained consistency and relevance of the high five entertainment brand
- Created graphics and content for video, CDs, DVDs and web
- Created video graphics for high five shows - from logo design to animation render
- Designed and supervised production of all print marketing materials and web site
- Developed logos and identity packages based on client/television show needs and market
- Produced profit and loss statements and billing each month for design department

7/92 - 1/95

REUNION RECORDS

Nashville, Tennessee

Production Manager

- Scheduled album releases and marketing collateral pieces
- Managed production of all printed pieces through art, film and print/manufacturing
- Facilitated meetings between designers and marketing department
- Evaluated project needs and assigned projects to designers, engravers and printers/manufacturers
- Drafted project contracts between label and vendors
- Prepared budget sheets on all projects
- Designed marketing pieces as needed

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ACADEMIC EXPERIENCE

08/19 - Present

BELMONT UNIVERSITY

Nashville, Tennessee

Adjunct Professor

- Teach Digital Imaging (Fall 2019) and Design Administration (Spring 2020)
- Concentrate on the importance of design principles, research, ethics, demographics, and trends
- Introduce students to outside industry connections

8/13 - 12/13

WATKINS COLLEGE OF ART, DESIGN + FILM

Nashville, Tennessee

Adjunct Professor

- Taught History of Graphic Design
- Advised students on upcoming internships and current projects outside of class
- Introduced students to my outside industry connections

1/11 - 7/13

THE ART INSTITUTE OF TENNESSEE - NASHVILLE

Nashville, Tennessee

Adjunct Professor

- Taught classes in the graphic design program: Layout, Typography, History of Graphic Design, and Graphic Design for Non-Majors
- Concentrated on the importance of design principles, researching the market, ethics, demographics and trends
- Participated in faculty department meetings
- Advised students on upcoming internships and current projects outside of class
- Introduced students to my outside industry connections
- Participated in graphic design club activities, portfolio reviews, and ADDY recommendations

EDUCATION

11/09 - 11/10

FULL SAIL UNIVERSITY

Winter Park, Florida

Master of Fine Arts - Media Design

Thesis: The Natural Flow of Things campaign for BloodWaterMission/Aveda collaboration

- Valedictorian
- Advance Achiever Award
- Director's Award for Ethics

08/06 - 08/07

BELMONT UNIVERSITY

Nashville, Tennessee

Bachelor of Science - Liberal Arts

Minor: Art

03/88 - 11/90

UNIVERSITY OF MINNESOTA - MOORHEAD

Moorhead, Minnesota

Major: mass communications / advertising

Minor: graphic design / illustration

SKILLS

- ADOBE CREATIVE SUITE: Photoshop, InDesign, Illustrator, AfterEffects
- Keynote and PowerPoint
- WordPress, SquareSpace, Wix
- UX, UI experience
- hand-lettering
- illustration
- Microsoft Word
- MailChimp
- photography
- mixed media collage

MEMBERSHIPS

AIGA, IBPA, MAIA

ONLINE PORTFOLIO

www.designchik.net

website designs: wbrandpub.com | voltalife.org | defineddesigned.com