

JULIE WATSON

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EDUCATION

Syracuse University,

College of Visual & Performing Arts

BFA, Art Photography, May 2008

Minor in Writing

Honors: Graduated Cum Laude, Dean's List,

National Society of Collegiate Scholars

EXPERTISE

Art Direction

Concept Design

Layout Design

Photo Retouching

Brand Development/Management

TECHNICAL SKILLS

Adobe CC: InDesign, Photoshop Illustrator,

Acrobat Pro

Mac OS and PC Systems

Microsoft Office Programs

EMPLOYMENT

ATLANTA BALLET

Creative Design Manager

Atlanta, GA / September 2015 – Present

Graphic Designer

Atlanta, GA / September 2012 – September 2015

- Responsible for maintaining the ballet and Centre for Dance Education (CDE) brand in all internal and external marketing materials
- Concepts, designs and executes all 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, development events (print & digital), brochures, mail pieces, web and social media graphics
- Responsible for the management and distribution of all photography assets
- Art director of photo shoots for season performances as well as company branding
- Manages 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 / 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
- Handle 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

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

COSMOGIRL! MAGAZINE / Art/Photography Intern

NYC / Summer 2007

- Assembled mock issues for final approval
- Created tear sheet books as a reference tool
- Experience with Adobe InDesign
- Assisted bookings editor with coordination of models