

JULIANN TULBERG

Tulberg.com | JuliAnn@Tulberg.com

Experience

Sr. Graphic Designer

AAA: 2013 - present

- Working collaboratively on a small team (with no AD or CD) to develop and refine the brand aesthetic and ensure consistency across all work.
- Providing art direction to external design agencies. Art directing photoshoots.
- Brainstorming, designing and managing quarterly promotional campaigns which contain 30+ deliverables (including window displays, in-branch print, in-branch videos, magazine ads, emails, landing pages and web banners). Presenting creative work to the leadership team and revising per feedback.
- Designing a wide range of deliverables for a wide range of products (towing, insurance, travel and discounts). Collaborating one-on-one with copywriters and marketing partners to accomplish company goals.

Freelance Graphic Designer

Various companies: 2010 - present

Fabkids: Designed web-based work for this children's e-commerce brand including emails, banners and web pages. Provided handmade illustrations and advanced photo retouching.

Gymboree: Designed a range of print pieces including window posters, signage, magazine ads and mailers. Concepted seasonal campaigns and managed files through production.

West Elm: Catalog production ensuring consistency in layout and typography.

Cartridge World: Packaging and label design for ink cartridges. Local ad design including map drawings and file production.

Lead Graphic Designer

Gap Outlet: 2010 - 2012

- Refined brand standards and ensured brand consistency across all work.
- Brainstormed, designed and managed seasonal campaigns including print and web deliverables. Art directed photoshoots containing product laydowns and models; worked with prop stylists, photographers and retouchers.
- Designed a wide range of work including posters, signage, packaging, mailers, magazine ads, emails and web banners.
- Provided handmade illustrations and designed a wide range of email templates.

Software

InDesign
Illustrator
Photoshop
Dreamweaver
Acrobat Pro
Bridge

Education

BFA in Graphic Design
California College of the Arts
San Francisco

Contact

1329 61st Street, Unit B
Emeryville, CA 94608

Tulberg.com
JuliAnn@Tulberg.com

510.221.1702

FUN tidbits!

1 Favorite board games: *San Juan* and *Dominant Species*.

2 Originally from Ohio, dangerously close to Kentucky.

3 Enjoys crafting, illustrating, sewing and hiking.