

JULIE WERVEY

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ABOUT ME

I am a creative director, designer and creative thinker driven by an ambition to find innovative ways to engage consumers using strong brand identity. I approach each project as an opportunity to communicate something new, something smart and something insightful. This is my passion and I've spent more than fifteen years perfecting the right mix of skills and the right level of process to deliver great work.

PROFESSIONAL EXPERIENCE

October 2002 – Present

Owner & Creative Director | **studio EIGHTY TWELVE** | Minnesota, Colorado

- Research, develop and design identity and marketing for small and start-up businesses
- Translate client business strategies and market objectives into branded messages and design solutions
- Provide innovative vendor services to produce effective products, such as proposals, reports and community communication

November 2004 – June 2016

Creative Director | **The Wellbridge Company** | Greenwood Village, CO

- Strategic Planning & Project Management
- Content Strategy
- Experience & Product Design
- Signage & Wayfinding
- Interaction Design
- Creative Visual Design
- Brand Strategy & Execution
- Quarterly advertising & special promotional campaigns for print, radio & TV, social media, web
- Data Analysis and Statistics

Achievements

- Strategic planning & execution of grand openings in new markets
- Work directly with Owner & CEO to determine capital expenditures needs
- Develop and manage the marketing budget for 20 locations in 9 regional markets
- Manage design staff & external contracted services (including photographers and print vendors)
- Design web site layout, content education & management
- Strong communicator
- Team with architect in design and development of new clubs
- Unified a fractured brand identity creating project development channels
- Implemented a new and improved project request system

September 1999 – October 2002

Art Director/Team Lead | **Best Buy Co., Inc., Communications Department** | Richfield, MN

- Designed and produced annual reports, foundation and employee communication materials
- Coordinated across internal departments compiling executive message, company highlights, financial data
- Selected photographers, models and site capturing the corporate identity

August 1997 – September 1999

Art Director | **Best Buy Co., Inc., Advertising Department** | Richfield, MN

- Conceptualized and directed seasonal campaigns and style guides for regional and national events
- Directed designers and copywriters to create in-store signage, environmental displays and POP
- Photo direction

continued

March 1996 – August 1997

Graphic Designer | **Boarman & Associate** | Minneapolis, MN

Architectural/engineering and interior design firm

- Lead project teams in compiling proposals, interview boards, trade show booths and marketing materials

April 1995 – February 1996

Graphic Designer | **Waryan Design** | Minneapolis, MN

Identity and promotional agency

- Designed and produced print materials including corporate identity, brochures, and packaging

PROFESSIONAL SKILLS & EXPERTISE

Strategic planning and execution

Brand and identity development

Web site design and management, search engine optimization recommendation

Marketing and promotional collateral

Social media research and execution

Photo shoot direction and commercial filming

Print and on-line advertising

Retail and environmental design

Wayfinding

COMPUTER SKILLS

PC and Mac Platform

Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Dreamweaver, Muse, Flash)

Microsoft Office (Excel, PowerPoint, Word)

Sitefinity

QuarkXpress

Wordpress

EDUCATION

University of Wisconsin – Stout, Menomonie, WI

Bachelor of Fine Arts, Graphic Design

Fachschule Hildesheim/Holzminde, Hildesheim Germany

Graphic Design & Fine Art Courses