

JULIE WERVEY

*I strive to have a **creative, mindful life.***

I am a 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.

Graphic Designer & Owner | studio EIGHTY TWELVE

June 2016 - Present

- Collaborate with client on business strategies and market objectives to create branded messages and design solutions
- Research, develop and design identity and marketing for small and start-up businesses
- Provide innovative vendor services to produce effective products

Creative Director | THE WELLBRIDGE COMPANY | Greenwood Village, CO

November 2004 - June 2016

Conceptualize

- Presented ideas, strategy, process and plans clearly and effectively to internal teams and executives
- Work directly with Owner & CEO to determine capital expenditures needs
- Team with architect in design and development of new clubs
- Content strategy
- Strong communicator

Lead

- Managed time and workload for design team
- Managed external contracted services (including photographers and print vendors)
- Developed and managed the marketing budget for 20 locations in 9 regional markets
- Strategic planning & project management of grand openings in new markets

Execute

- Unified a fractured brand identity creating project development channels
- Experience & Product Design
- Signage & Wayfinding
- Brand Strategy & Execution
- Quarterly advertising & special promotional campaigns for print, radio & TV, social media, web
- Implemented a new and improved project request system

Art Director/Team Lead | BEST BUY CO., INC., Communications Department | Richfield, MN

September 1999 - October 2002

- 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 location to capture the corporate identity

Art Director | BEST BUY CO., INC., Advertising Department | Richfield, MN

August 1997 - September 1999

- 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

Graphic Designer | BOARMAN & ASSOCIATES | Minneapolis, MN

March 1996 – August 1997

Architectural/engineering and interior design firm

- Collaborated with Partners, Associate Partners to develop strategies for all collateral including proposals, statement of qualifications, and presentations
- Direct overall marketing operations and strategy, including photography, conferences, PR, white papers, proposals, and collateral
- Research clients and market trends to expand practice opportunities and new practice areas and locations

Graphic Designer | WARYAN DESIGN | Minneapolis, MN

April 1995 – February 1996

Identity and promotional agency

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

PROFESSIONAL SKILLS & EXPERTISE SUMMARY

Strategic planning and execution

Brand expert

Front-end development knowledge of CSS/HTML

Marketing and promotional collateral for print and on-line advertising

Social media research and execution

Photo shoot direction and commercial filming

Retail and environmental design

Signage/Wayfinding

SEO

UI/UX

On top of new trends in multichannel, multi-medium marketing

COMPUTER SKILLS

PC and Mac Platform

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

Microsoft Office (Excel, PowerPoint, Word)

Sitefinity

QuarkXpress

Wordpress

EDUCATION

University of Wisconsin – Stout, Menomonie, WI

Bachelor of Fine Arts, Graphic Design

Fachschule Hildesheim/Holzminden, Hildesheim Germany

Graphic Design & Fine Art Courses