

JULIE R. STUART

Lockport, New York 14094
716-471-4854 • littlecreativegroup@gmail.com • MagicandMain.net

QUALIFICATIONS PROFILE

Creative, dynamic Senior Graphic Designer with broad experience spanning design management, visual communications, website development, and print/promotion design. Effectively translate vision and goals into powerful and attractive design. Recognized talent for producing high quality images; expertly design graphical elements that brand and enhance websites. Exceptional talent for managing multiple concurrent design projects and guiding / coaching junior designers; ensure proper workflow with an emphasis on meeting strict deadlines. Strong attention to detail and quality of visuals and other content. Exemplary communication abilities with cross-functional teams, clients and management. ***Creative expertise in the following:***

- ◇ Layout & Design
- ◇ Email Marketing
- ◇ Project Management
- ◇ Team Leadership
- ◇ Website Development
- ◇ Visual Communications
- ◇ Needs Assessment
- ◇ Relationship Management
- ◇ E-commerce Strategies
- ◇ Search Engine Optimization
- ◇ Software Design
- ◇ Dynamic Presentations

PROFESSIONAL EXPERIENCE

POOLSUPPLIES.COM / SCIENTIFICS DIRECT, Tonawanda, New York

Senior Graphic Designer, 6/2021 – Present

Perform numerous high-level marketing and design functions, reporting directly to ecommerce and marketing department manager. Design all front-facing graphics for both company websites. Produce postcards, flyers, product manuals, magazine ads, product packaging and marketing collateral. Guide and coach junior designer on best practices and design aesthetics; monitor workflow and manage project schedules; approve all work prior to go-live. Partner with Brand Manager ensure all design work meets branding standards and coordinate efforts with SEO specialist and social media coordinator. Work closely with website developer to improve user experience. Track and report sales resulting from email marketing; generate reports on trends and sales to management.

- ◇ Orchestrate concept and execution of 2-month Christmas season marketing strategy for Scientifics; coordinate planning, scheduling, design and delivery of 140+ email marketing campaigns throughout November and December.
- ◇ Plan and coordinate all aspects of 475+ email marketing campaigns annually, contributing to \$3M+ in annual revenue.

POOLSUPPLIES.COM / SCIENTIFICS DIRECT, Tonawanda, New York

Email Marketing Developer & Graphic Designer, 1/2019 – 6/2021

Designed and developed daily and weekly email marketing campaigns; tested emails prior to sending, tracked email stats and monitored list health. Tracked sales, trends and campaign schedules, ensuring all design deadlines were met. Conducted A/B testing to identify best practices for email deployment and increase clicks and conversions. Designed website graphics, including banners, icons, logos, and info graphics; designed packaging for private-label products. Created posters, flyers, and magazine advertisements. Coordinated email marketing campaigns with each company's Head Manager; collaborated with marketing team in discussing trends, concepts, and marketing campaign feedback. Utilized internal software to build out campaign discounts for website and internal POS systems.

- ◇ Expertly mentored graphic design intern for 6 months; presented intern with projects and provided feedback on project successes and recommendations for improvement; provided training in areas such as design and composition, and intermediate / advanced use of Adobe Photoshop.
- ◇ Drove substantial improvements to professionalism, detail and effectiveness of designs; triggered significant increase in quality of materials developed for showcasing products.

continued...

JULIE R. STUART

Page 2

FLORAL SYSTEMS, Corfu, New York

Graphic and Website Designer, 4/2013 – 1/2019

Leveraged creativity and technical skills to envision, design, and support launch of high-impact websites for floral shops across the US and Canada. Project-managed all engagement stages to meet client satisfaction requirements, budget goals, and revenue objectives. Developed collateral materials including email blasts, flyers, graphics, photography, and other elements for websites; designed for client and corporate marketing needs. Performed detailed and comprehensive client consultations; discussed color, layout, plan, image, and vision; trained clients in website access, maintenance, and usability. Troubleshoot and resolved client concerns and website issues; contributed to DNS and hosting decisions / strategies. Collaborated with technical team comprised of a web developer and 2 programmers. Managed and organized client database. Trained and mentored interns and support staff.

- ◇ Effectively promoted website design services while skillfully training clients in website maintenance; educate end-users on performing website administration duties during post-sales engagement stages.
- ◇ Delivered high-impact email marketing designs that supported clients in winning immediate results.
- ◇ Reduced backlog of 40 pending website design projects and implemented project management processes that delivered wide-ranging innovations in original designs to align with developing market trends.
- ◇ Created new best-practice standard via uniquely designed website elements as opposed to vendor-generated templates.
- ◇ Developed a social media marketing / networking plan for clients comprised of banners, Facebook promotional text, and Twitter promotions, allowing streamlined content posting on social media websites.

TECTRAN MANUFACTURING, Buffalo, New York

Graphic Designer, 6/2011 – 3/2013

Held full accountability for redesigning flagship website with interactive functionality and various search functions. Interface with diverse populations at all levels; collaborated with outsourced programmer via email / telephone regarding website functions. Researched and analyzed competitor websites; identified and incorporated key concepts into corporate web design. Compiled website metrics regarding visitors and page views. Designed print materials, including signs, posters, flyers, displays, presentations, and packaging; took commercial photographs for print materials. Offered guidance to colleagues regarding multitasking and workflow optimization.

- ◇ Designed a state-of-the-art website that significantly outperforms competitors in search functionality, design, layout, and use of database to pdf catalog pages; currently in final testing phase and on schedule to become live in April 2012.
- ◇ Successfully eliminated backlog of projects within the marketing department; implemented multitasking skills to complete both existing and new projects within initial 4 months of employment.
- ◇ Facilitated ability to benchmark traffic on website by recommending implementation of Google Analytics.
- ◇ Instrumental in conceptualizing and executing graphic standards for logo usage, which drove consistency with corporate marketing principles.
- ◇ Commended by senior leadership for outstanding contributions and expertise in website design, and print layout / design.

** * Prior experience includes roles as Graphic Designer with Leisure Living*

EDUCATION / TRAINING

Bachelor of Arts in Graphic Design, DAEMEN COLLEGE – Amherst, NY

Associate of Applied Science in Advertising & Graphic Design, CAZENOVIA COLLEGE – Cazenovia, NY

TECHNICAL PROFICIENCIES

Platforms: Windows

Software : MS Office, Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.), Zaius, HTML/CSS