



# Julie Gomes

PRINT WEB and DIGITAL

518.368.3585

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471 Harmony Road, Jackson, NJ 08527

## DESIGN AND DIGITAL SKILLS

Visual communication and concept development of graphic and website design and its applications, the WordPress platform, application of HTML and CSS, digital banner advertisements, e-marketing, videography, logotypes, business systems, brochures, annual reports, editorial, promotional packaging, POP displays, advertisements, poster and CD design, multi-panel murals, corporate identity and its applications, branding and marketing campaigns, expressive and creative use of typography, experience with traditional and electric pre-press production, black and white/color/digital photography, color theory, 3D design, screen printing, drawing, painting

Proficient in the most recent Macintosh and IBM/PC platforms with Adobe Dreamweaver, Flash, Premiere, Illustrator, Photoshop, and InDesign, Sketch, Streamline, Image Ready, Fireworks, Omnipage, Quark Xpress, PageMaker, Microsoft Office Programs, Word Perfect, DoubleClick For Publishers/DFP, DoubleClick Ad Manager/DART

## DESIGN EXPERIENCE

Freelance Graphic, Web and Digital Designer April 2008–Present

Jewels Design Works, Jackson, New Jersey

Utilize a CMS platform and HTML, PHP, CSS, and library items when building out websites; design websites for several clients simultaneously; prepare images for the web including photos, illustrations, logos, buttons, layout content, and site navigation; populate websites based on the client's old website and/or new brand; organize the layout of provided content from the client; conduct website maintenance, updates, and changes to existing websites; add graphics, animations, videos and visual elements as needed to improve the overall look and feel of the website design; e-marketing with strategic content and calls-to-action to engage the user to interact with the client's advertised campaign; digital presentations and animations; print and digital marketing collateral for a complete branded package

Senior Graphic Designer July 2012–November 2014

CommVault, Oceanport, New Jersey

Serve as a monitor of corporate branding in a busy marketing department; maintain brand look and feel on all emails, website pages, digital productions and printed materials; contribute to digital marketing efforts including designing, building or deploying online banner advertisements; work with an outside agency to create a complete brand experience; collaborate on marketing projects including working with internal and external designers to maintain a consistent look and feel for all messaging; help develop integrated marketing and corporate communications strategies and campaigns; prepare electronic files for production; work with International counterparts to fulfill worldwide requests for branded assets

Graphic / Web Designer, Videographer June 2008–July 2012

Clear Channel Media + Entertainment (CCM+E), Albany, New York

Design graphics and creative projects for up to seven radio stations under the Clear Channel Radio umbrella including print and web; print and online advertisements; create interactive flash animations for online games and advertisements; outdoor static and digital billboards; t-shirt designs; develop concepts for vehicle wrap designs from initial concept through file preparation for the printer; photographer and videographer for all major station events and other various projects, edit all captured footage, and produce the final movie with underlying music beds or effects as needed for final pre-roll advertisement, television commercials or DVD movies; collaborate with all management and corporate departments for required approvals; work closely with printers, clients and account executives; participate in meetings to brainstorm new ideas for differing contests, clients and events appropriate to each demographic

Graphics Manager August 2007–March 2008

Media Sales Group, LLC.

Produce four specialized advertising products including The Home Owner's Directory, Upscale Direct, Websites Over Night, and RegionalB2B.com, with duties including layout and design of all products and advertisements, review of all ad proofs, promptly correspond with customers to obtain final approval, manage deadlines between clients and printers, prepare press ready art

New York State Graphics Manager November 2004–April 2007

Eber Bros. Wine & Liquor, Guilderland, New York

Conceptualize, design and produce menu graphic inserts to be distributed to a sales force of over 60 representatives, create custom marketing graphics for suppliers to promote their brands utilizing easy recognition techniques and promoting consumer awareness, manage the needs, concerns and creative input of four other designers in divisions across the state of New York

Graphic Designer July 2003–October 2004

Creatacor, Inc., Clifton Park, New York

Design print advertisements for magazines, initiate client meetings to communicate goals for exhibits, assort and research ideas to work with the clients' request for a certain theme or feel, provide concepts, composites and test prints for clients to view graphic quality and color correction possibilities before final production, prepare graphic files for an on-line database for the clients' easy access

## EDUCATION AND AWARDS

Finalist and award recipient at The Albany Ad Club Awards under CCM+E, online Rich Media Overlay flash animation	2012
Finalist for the NORI Awards under CCM+E for "Saratoga's ABSOLUT Best Bartender" mixed media campaign	2011
Masters in Business Administration, The College of Saint Rose, Albany, New York	2007
Dean's List, The College of Saint Rose, Albany, New York	2001
Artwork selected for exhibition at the juried Undergraduate Art Exhibition	2000, 2001, 2003
Second Place Award at the juried Undergraduate Art Exhibition	2000
Art Scholarship, The College of Saint Rose, Albany, New York	1999–2003