



Julie Gomes

PRINT WEB and DIGITAL

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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
Jackson, New Jersey

April 2008–Present

Create branded work for various clients including *Smile Exchange*, *RWJBarnabas Health* and *Einstein Healthcare Network*; conceptualize and design all print and digital marketing collateral ranging from e-newsletters, email templates, landing pages, online campaigns, posters, print ads, mailers, billboards, banner ads; design e-commerce websites for Small and Midsize Businesses (SMB); create landing pages with custom graphics and infographics in both print and interactive digital display; utilize a CMS platform with HTML, PHP, CSS and library items when building out websites; populate websites based on the client's old website and/or branding; organize the structure of provided content; conduct website maintenance, updates and changes to existing websites; create graphics, animations, videos and visual elements as needed to improve the overall look and feel of the website design to adhere to brand guidelines; 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
CommVault, Oceanport, New Jersey

July 2012–November 2014

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

iHeartMedia (formerly known as Clear Channel Media + Entertainment, CCM+E), Albany, New York

Design print and web graphics for creative projects for up to seven radio stations; 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 through final file preparation for the printer; photographer and videographer for all major station events and other various projects, edit 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; brainstorm new ideas for differing contests and events appropriate to each demographic

Graphics Manager
Media Sales Group, LLC.

August 2007–March 2008

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
Eber Bros. Wine & Liquor, Guilderland, New York

November 2004–April 2007

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
Creatacor, Inc., Clifton Park, New York

July 2003–October 2004

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

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| 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 |