

# JULIE ELTING WESSEL

## Sr. Graphic Designer

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### PORTFOLIO:

[wesselting.com/julie](http://wesselting.com/julie)

### SKILLS

Advertising  
Brand Development  
Print and Digital Collateral  
Emails  
Social Media Campaigns  
UI/Landing Pages  
Animations  
OOH  
Logo Design  
Typography  
Mentoring

### SOFTWARE

Adobe Creative Suite  
InDesign  
Illustrator  
Photoshop  
After Effects  
Xd  
Sketch  
Acrobat  
Mvix CMS  
WordPress CMS  
Microsoft Office Suite  
Wrike (project management)  
HTML/CSS

### AWARDS

Gold Healthcare Advertising  
Award for the print edition  
of Right as Rain Magazine

I am a creative problem-solver, in all aspects of my life. My favorite solutions to problems are elegant, simple, and smart, so I aspire to achieve that in my work. I like to think all the way around a problem, seeking some kind of hook that will lead to an appealing, engaging piece of communication.

### EXPERIENCE

#### SENIOR GRAPHIC DESIGNER

UW MEDICINE STRATEGIC MARKETING & COMMUNICATIONS

- Launched campaigns that increased social media engagement 10x and collected 2,400 new, very engaged email subscribers
- Working in the in-house group, I steered the improvement of the brand-review process to speed approval/production of materials
- Created gold-medal winning healthcare marketing for Right as Rain

#### SENIOR GRAPHIC DESIGNER

NORTHWEST HOSPITAL & MEDICAL CENTER

- Drove the transition of brand to new UW Medicine standard
- Improved UI/UX for UW Medicine brand site in rolling updates

#### FREELANCE ART DIRECTOR

- Streamlined UI design and user experience for a car seat manufacturer
- Developed UI for new-media app allowing for richer movie experiences from the couch

#### SENIOR ART DIRECTOR

DNA BRAND MECHANICS

- Strategic B2B and B2C marketing for tech and dot-com clients
- Delivered creative solutions via product naming exercises for Pyramid Breweries

#### ART DIRECTOR

OGILVY & MATHER, NEW YORK

- Art directed worldwide ad campaigns to launch e-business as a term that was used agnostically across the tech world
- High-tech and consumer brand work included IBM Software, IBM Small to Medium Business, IBM Business Partners, Tivoli, Lever, General Mills, and other agency clients

#### ART DIRECTOR

CF2GS, SEATTLE & PORTLAND

- Acquired a broad diversity of experience with a varied client base in a rapidly growing agency.

### EDUCATION

**SCHOOL OF VISUAL CONCEPTS** SEATTLE, WA

Design for UX, Adobe After Effects for Design, Content Marketing Seminar, Designing Infographics From Concept to Completion, UX Prototyping with Axure, User Experience, Advertising Concepts

**OREGON STATE UNIVERSITY** CORVALLIS, OREGON

Bachelor of Science in Graphic Design