

# JULIE ELTING WESSEL

## Sr. Graphic Designer

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### PORTFOLIO:

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

### SKILLS

Advertising  
Brand Development  
Print and Digital Collateral  
Emails  
Social Media Campaigns  
UI/UX  
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  
  
Finalist for Content Marketing  
Awards' Best New  
Publication Design  
  
Silver eHealthcare Leadership  
Award for Best Digital  
Marketing Campaign:  
2019, Hospital System

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