

JULIE R. STUART

Lockport, New York 14094

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CREATIVE DIRECTOR PROFILE

Dynamic Creative Director and Senior Graphic Designer with broad design management, visual communications, website development, and print/promotion design experience. Accomplished guide, coach, and trainer of graphic design talent. Effectively translate vision and goals into powerful and attractive design while aligning with business goals and branding. Recognized for producing high quality images; expertly design graphical elements that brand and enhance websites. Exemplary talent for managing multiple concurrent design projects and mentoring junior designers in proper workflow with an emphasis on meeting strict deadlines. Exemplary communication abilities with cross-functional teams, clients, and management.

Creative expertise in the following:

- ◆ Creative Team Leadership
- ◆ Branding & Visual Identity
- ◆ E-commerce Strategies
- ◆ Email Marketing
- ◆ Strategic Planning & Execution
- ◆ Search Engine Optimization
- ◆ Project Management
- ◆ Corporate Website Development
- ◆ Software Design
- ◇ Social Media Campaigns
- ◇ Relationship Management
- ◆ Dynamic Presentations

PROFESSIONAL EXPERIENCE

POOLSUPPLIES.COM, Tonawanda, New York

Senior Graphic Designer - Creative Direction & Leadership, 1/2024 – Present

In newly established role, lead high-level creative design initiatives and provide creative direction to junior designers, content team, social media creators, and photographers to ensure alignment with visual standards. Guide team of five in producing creative content, providing feedback on technical skills and composition. Supervise various major projects encompassing company branding, website design, and more. Plan and coordinate \$7M+ email marketing program; compile and report program analytics to senior management. Formulate growth strategy for email marketing program based on competitor data, sales trends, and website analytics. Interface regularly with cross-functional team of 14 comprising ecommerce staff and other departments. Partner with Brand Manager and ECommerce Manager in presenting concepts and layouts to senior management.

- ◆ Orchestrated redesign of mobile flagship website for 2024 company rebranding, and successfully migrated email program to a new service while supporting related technical issues.
- ◆ Crafted photography style guide and implemented email marketing strategies, leading to increased annual sales.

POOLSUPPLIES.COM / SCIENTIFICS DIRECT, Tonawanda, New York

Senior Graphic Designer, 1/2019 – 1/2024

Performed numerous high-level marketing and design functions, reporting directly to ecommerce and marketing department manager. Designed all front-facing graphics for both company websites. Produced postcards, flyers, product manuals, magazine ads, product packaging, and marketing collateral. Guided and coached junior designer on best practices and design aesthetics; monitored workflow and managed project schedules; approved all work prior to go-live. Partnered with Brand Manager ensure all design work meets branding standards and coordinated efforts with SEO specialist and social media coordinator. Worked closely with website developer to improve user experience. Tracked and reported sales resulting from email marketing; generated reports on trends and sales to management.

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

TECTRAN MANUFACTURING, Buffalo, New York

Graphic Designer, 9/2011 – 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.
- ◆ 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 knowledge in website and print layout design.

FLORAL SYSTEMS, Corfu, New York

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

Leveraged creativity and technical skills to envision, design, and launch high-impact websites for US and Canadian floral shops. 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; educated 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.

** * 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 (Word, Excel, Outlook, PowerPoint) Adobe Creative Suite / Creative Cloud (Photoshop,

Tools: Illustrator, InDesign, etc.), Zaius, Klaviyo, Optimizley, HTML/CSS, Bootstraps