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JULIA HELD

OVERVIEW

As a brand designer / production designer, I've had the pleasure of working on accounts both large and small. Whether it's a billion-dollar company or a startup, I bring the same passion for creativity and execution to every project. I value the collaborative process and I'm a true believer in its power to arrive at a solution. Because when two or more heads are working toward a common goal, amazing things happen, resulting in great work. This collaborative spirit, along with my depth of experience, eye for detail and drive for finding a thoughtful and beautiful answer will be an invaluable asset to your creative team..

CLIENTS

From banking to retail, tech to telecom, I've worked with some of the most forward-thinking companies in the world, including: 8x8, Amazon, Amobee, Aruba, Aviat, Cisco, Cloudera, DMC Global, Ernest Packaging, Host Analytics, HP, Informatica, Intel, LSI, Lumileds, Mountz, Numonyx, Oracle, Predix, SanDisk, Seagate, Silicon Valley Bank, T-Mobile, Walmart, and more.

SKILLS

Print & Digital: Identity, visual style, collateral systems, photographer, branded photography/retouching, typography, color theory, brand guidelines, interactive PDFs, prototyping, product launches, brand culture, websites, advertising, retail campaigns, e-mail campaigns, point of purchase, packaging, trade shows and events, environments, wraps, animations, social media, print management/press checks and more.

SOFTWARE

Adobe CC Suite (InDesign, Photoshop, Illustrator, After Effect, XD, Lightroom, Camera Raw, Dimension, Acrobat, Bridge), Sketch, Figma, InVision, Zeplin, Squarespace, MailChimp, Keynote, Microsoft Office (PowerPoint, Word, Outlook), and Google Suite.

"Julia is a consummate designer for both web and print and is an awesome collaborator on client projects often providing new perspective that makes the branding work better. She has been engaged in branding for over a decade and is well versed in the process and particulars from brand strategy development to translation of the strategic positioning into brand identity and brand expression, or visual style."

—CREATIVE DIRECTOR, LIQUID AGENCY

Continued...

EXPERIENCE

Liquid Agency San Jose, California

2001 through 2019, Senior Designer / Senior Production Designer

Liquid Agency was formed following two acquisitions: Muccino Design Group and Full Moon Interactive. The clients, people, and projects I worked on kept me excited and inspired to do my best work. Roles/Responsibilities:

- Develop, direct and oversee design solutions in alignment with project objectives
- Work collaboratively with other members of the creative team, strategy, digital, production, and client services teams, as well as freelance staff
- Meet with Creative Director or Associate Creative Director to align objectives, strategy and discuss potential design solutions
- Work collaboratively with client and creative services to review parameters, schedules, budgets and resource allocation issues
- Present initial concepts and comps to Creative Director or Associate Creative Director
- Work closely with all team members in creative, strategy and client services to ensure development and delivery of creative product meets all necessary requirements
- Oversee design evolution through to final art
- Supervise internal design team/freelance staff; manage completion of deliverables; control accuracy and quality; meet schedule and budget requirements
- Maintain constant communication with Team (Project Managers, Writers, Developers, IA, Strategist, etc.) on all issues listed above
- Review work with Creative Director or ACD at key points during the project (prior to presentations)
- Present/sell work in client meetings, discuss pros and cons, offer strategic solutions
- Work closely with vendors to make sure the final product was of the highest quality (print, fabricators, developers, and more)
- Managed creative department assets, stock houses, fonts, and other resources
- Developed and trained staff on internal processes for project organization, file naming, folder structure, archiving, and more
- Other responsibilities and duties as needed
- Similar in scope as stated at Muccino Design Group

“Julia delivers quality output through thoughtful design, and owns a project from start to finish. Julia has an innate desire to learn and grow.” –PROGRAM DIRECTOR, LIQUID AGENCY

EXPERIENCE

Full Moon Interactive San Jose, California

1998 through 2000, Designer / Senior Production Designer

Muccino Design Group merged with a few other companies to form Full Moon Interactive to provide more services for clients such as website development, online magazines development and applications. Roles/Responsibilities:

- Scope of work performed is similar to Liquid Agency and Muccino Design Group

Muccino Design Group San Jose, California

1994 through 1998, Designer / Production Designer

I focused on helping our clients build their business and their brand value, and product launches. I contributed to the expansion of Muccino Design Group and its growth from 10 employees to over 25. Roles/Responsibilities:

- Scope of work performed is similar to Liquid Agency
- Participate in the production of creative projects from the development of initial comps through final delivery, including: production of initial comps and presentation materials, through various rounds until approval
- Produce final art, making sure that it meets the specifications and requirements of the project
- Report to the creative director, associate creative director, or senior designer responsible for ensuring that the senior production designer's contribution to the execution of the creative work is delivered according to the quality and accuracy standards set by the agency
- Work closely with vendors to make sure the final product was of the highest quality (print, fabricators, developers, and more)
- Other responsibilities and duties as needed

Apple Cupertino, California

1993 through 1994, Production Designer

Working in the technical publications department gave me the experience of working for a large high tech company. I worked with creative directors, writers, and project managers on technical manuals, getting started guides, and other support materials found in product packaging. I used my digital font creation skills to turn their apple icon illustrations into a font. Roles/Responsibilities:

- Work closely with all team members in creative, writers, illustrators, and project managers to ensure development and delivery of product meets all necessary requirements
- Produce final art, making sure that it meets the specifications and requirements of the project
- Complete archive and file management tasks in accordance with company process throughout the project
- Other responsibilities and duties as needed

“Julia is a master at designer tools and software for studio work with the deepest experience than anyone I have ever met.” –CREATIVE DIRECTOR, LIQUID AGENCY

TEACHING

San Jose State University Santa Jose, California

2016 through 2018, Guest Instructor

- Senior Portfolio (Website)
- Intermediate Typography
- Advanced Graphic Design

UCSC Extension Santa Clara, California

1993 through 1999, Instructor

- Intermediate Quark Express: Document Development & Typography

1992 through 1999, Instructors Assistant

- Beginning and Advanced Quark Express
- Beginning and Advanced Photoshop, Scanning Techniques

EDUCATION

University of California, Santa Cruz

Porter Art College, BFA

1989 through 1991

California State University, Northridge

College of Arts, Media, and Communication

1985 through 1988

Otis College of Art and Design

Alternative photography processes

1985

Santa Monica High School

Graduated 1985

REFERENCES

Available upon request