

# JULIA TORRES

DESIGNER

## CONTACT:

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JULIATORRESDESIGN.COM

## HELLO!

I'm a visual designer with over 8 years experience and a focus on UX/UI, branding, and typography.

## 01 EDUCATION

AUG 2014 – MAY 2018

### Graphic Design, Bachelor's of Fine Arts Southeastern Louisiana University

- Award of Recognition for Outstanding Work in Graphic Design (May 2018)
- Summa Cum Laude (May 2018)
- Best in Print Design - SLUCAG Juried Student Exhibition (March 2017)

AUG 2022 – DEC 2022

### Google UX Design Professional Certification

## 02 SKILLS

### Practical

Print Design  
UX/UI  
Brand Identity  
Illustration  
Web/Mobile Design  
Communication Design  
Screen printing  
Packaging Design  
Layout/Editorial Design  
Social Media Marketing  
Project Management  
Client Communication

### Tools

Adobe Creative Suite  
XD/Figma/Sketch  
InVision Studio  
Adobe Acrobat  
Microsoft Office Suite  
Powerpoint/Keynote  
Procreate  
MailChimp  
Mural  
Canva

## 03 EXPERIENCE

SEP 2018 – CURRENT

### Senior Visual Designer

#### IBM - Baton Rouge, LA

- Worked apart of a collaborative of design professionals that allowed me to work with over 100 different IBM partners and executives and prospective/existing clients
- Utilized brand and user research, marketing, wireframes, and visual & graphic design foundations to deliver custom deliverables for our sales presentations and submissions to prospective clients and opportunities to expand and deepen existing client relationships.
- Managed several project simultaneously while also taking on additional team lead responsibilities
- Increased overall value of designers within the Baton Rouge center by mentoring and training many people with little to no design experience on how to function within a design team
- Received Service Excellence Award (May 2020) and Client Value Award (April 2019, May 2020, Oct 2021, Aug 2022)

JUN 2017 - OCT 2017

### Graphic Design Intern

#### Manship Theatre at the Shaw Center for the Arts - Baton Rouge, LA

- Worked in the marketing department under staff graphic designer
- Focused on illustration work and layouts for all printed collateral for the theatre including flyers, lobby posters, digital ads, email blasts, outside beacons, and brochures
- Assisted lead designer in creation of brand assets including digital and print advertisements, social media, and motion graphics for upcoming events with partnerships and sponsors

AUG 2016 - MAY 2018

### Graphic Designer + Gallery Preparator

#### Southeastern Contemporary Art Gallery - Hammond, LA

- Managed all Southeastern Contemporary Art Gallery designs for promotional materials, schedules, flyers, catalogs, posters, etc.
- Assisted in gallery preparation as well as installing and uninstalling art in exhibitions
- Learned valuable time management, working under pressure, and curating skills from working alongside professional artists

