

# Julianne Beck

## Graphic Designer

hello@julibeckcreative.com | San Diego, CA  
Portfolio at [julibeckcreative.com](http://julibeckcreative.com)

## Technical Skills

**Adobe Creative Suite**  
Illustrator | InDesign  
Photoshop | Lightroom  
Premiere Pro | After Effects  
Adobe XD | Dimension

**Web Design**  
HTML | CSS | WordPress

**Microsoft Office**  
Word | Excel | PowerPoint

## Certificates

**Digital Media**  
(Print, Multimedia, WordPress)  
San Diego Continuing Education  
September 2018 - June 2019

**Front End Web Development**  
(HTML/CSS)

San Diego Continuing Education  
June 2019 - January 2020

## Education

**M.S. Speech Pathology**  
James Madison University  
2015-2017 | GPA 3.8

**B.S. Cognitive Science**  
**B.A. Spanish**

University of Delaware  
2011-2015 | GPA 3.8

## Summary

Professional designer and motivated team player with **strong communication skills**, a background in cognitive science, and **agency experience** in branding.

## Experience

**Freelance Graphic Designer**  
Juli Beck Creative

July 2019 - Present

*Provide branding, graphic design, multimedia, copywriting services*

- **Edited** a 40-second **video** trailer & enhanced Twitter graphics for a debut author with a small publishing press, improving overall market appeal
- Delivered 50-slide **PowerPoint** presentation for an MD in a short, 1-week timeline
- Solidified brand identity for a **analytics startup** by designing logo & business cards, establishing typography & color palette, developed personas

**Marketing Associate**  
Flashpoint.Marketing

May 2019 - May 2020

*Provide graphic design, copywriting services at marketing agency*

- Developed cohesive brand for startup extraction company by **crafting company origin story**, coining slogan, designing packaging for 21-item debut product line, **wireframing website**
- Redesigned startup brand from a B2C to a B2B focus, created **Facebook** banner, **Instagram** posts, product packaging, business cards, developed personas
- Enhanced internal company organization by optimizing **print report layouts** for branding workshop & competitor analysis