

# JULIANA SEALE

A creative communicator and project manager proficient in all facets of the graphic design process from brainstorming to the final piece with a passion for quality visual art combined with solid business practices to consistently deliver successful branding, marketing, and advertising collateral.

## CONTACT

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## SKILLS

### GRAPHIC DESIGN

- Photo Editing
- Branding
- Logo Design
- Accessible Design
- Social Media
- Motion Graphics
- Video Editing
- Website Design
- WordPress CMS
- Adobe Creative Suite
- Figma
- Canva

### MARKETING

### ADVERTISING

### PUBLIC RELATIONS

### COPY WRITING

### PROJECT MANAGEMENT

- Asana
- Microsoft Office
- Google Suite

## EDUCATION

### HOUSTON CHRISTIAN UNIVERSITY

Bachelors of Arts with  
Double Major of Mass Media  
and Political Science

## EXPERIENCE

### GRAPHIC DESIGNER II

Texas A&M University Health Science Center - Bryan, Texas  
2023-present

- Create, manage, and maintain brand identity assets for over 30 Texas A&M Health Science Center brands
- Created Texas A&M Health brand guide and templates in Canva and Adobe Express, streamlined and reorganized PhotoShelter, a digital asset management tool, streamlined and created forms for Asana, a project management tool. Implemented integrations among these software systems to streamline the creative process.
- Creatively produce marketing materials for all mediums

### OWNER/GRAPHIC DESIGNER

JuliBee Creative - Bryan and Katy, Texas  
2009 - Present

- Establish and manage a freelance graphic design business with over 25 clients in diverse business markets such as sports and outdoors, real estate, retail, and non-profit.
- Conceptualize and create individualized design pieces including brand identity, print and web marketing, and advertising to promote the maximum brand and promotional awareness.
- Collaborate with clients to meet and exceed their needs while understanding both the design and business market trends and expectations

### DIRECTOR OF COMMUNICATIONS

Wordserve Church - Fulshear, Texas  
2011 - 2012

- Developed, designed and implemented creative communications strategies and marketing collateral for a church plant.
- Oversaw marketing budget expenses and forecasts. Created department mission, goals and marketing plans. Planned all advertising initiatives for major events.
- Designed marketing and advertising print and digital materials.

### PRINT PRODUCTION MANAGER, LEAD DESIGNER, LAYOUT GRAPHIC DESIGNER

Academy Sports and Outdoors - Katy, Texas  
1998-2008

- Led, reviewed, and managed a team of 13 graphic design professionals in a fast-paced retail advertising department servicing over 130 stores throughout the United States and producing over 1 million copy advertising insert weekly.
- Was relied upon for quick knowledge of advertising business processes, communicating important information, and software troubleshooting. Collaborated with IT to implement new automated advertising software.
- Pioneered educational and team-building opportunities for staff.
- Designed marketing and advertising print and digital materials.