# JULIE MEAD
## GRAPHIC DESIGNER

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## PROFESSIONAL SUMMARY

Multi-disciplinary Creative Leader with over 15 years of experience leading brand architecture, visual storytelling, and cross-channel design campaigns. Proven track record of transforming complex business concepts into compelling, high-converting visual narratives across digital media, print, packaging, and commercial retail environments. Expert in directing studio operations, managing cross-functional creative teams, establishing brand identity systems, and leveraging emerging design technologies including Adobe Creative Cloud, Figma, Esko, and Generative AI workflows.

## CORE COMPETENCIES & TECHNICAL SKILLS

- Creative Direction & Strategy: Brand Architecture & Identity Systems, Art Direction, Visual Storytelling, Campaign Strategy, Creative Team Leadership, Cross-Functional Collaboration
- Multi-Media Design & Production: Graphic Design, Typography, Motion Graphics & 2D animation, Technical & Vector Illustrations, Packaging Design (3D/CAD/POP Displays), Photo Manipulation & Retouching.
- Studio & Content Leadership: Photo Shoot Direction & Styling, CGI Production Workflows, Digital Asset Management (DAM), Vendor & Agency Management, Omni-Channel Merchandising
- Software & Tools: Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro, Animate), Figma, Esko, CAD Software, Generative AI Creative Tools, Microsoft Office Suite, Syndigo, 1WorldSync.

## PROFESSIONAL EXPERIENCE

### CEVA Logistics | Plainfield, IN

*Customer Excellence Professional* | Jan 2025 – Present

- Partner directly with Customer Success and executive leadership to transform complex operational, technical, and logistics solutions into polished visual presentations and winning customer proposals.
- Lead messaging strategy and visual alignment across cross-functional teams (Operations, IT, Implementations, Solutions Design) to maintain complete brand cohesion across executive QBRs and business proposals.
- Streamline communication workstreams to craft compelling visual narratives that bolster client confidence and drive long-term partner retention.

### EVERSANA CONSULTING | Remote

*Digital Shelf Optimization Lead – Kenvue Account* | Feb 2024 – Dec 2024

- Drove visual transformation and brand execution across retail partner touchpoints, maintaining visual excellence and brand consistency across diverse product portfolios.
- Provided creative direction to external agency partners while managing project execution across graphic design, typography, and visual content production workstreams.
- Spearheaded test-and-learn initiatives implementing Generative AI tools and innovative media components to expand visual storytelling capabilities.
- Evaluated multi-channel performance metrics and visual design feedback to continually refine brand presentation and report performance metrics to brand leadership.

*Digital Shelf Content Lead – Clean & Clear & Neutrogena Makeup* | Mar 2023 – Feb 2024

- Managed the development, curation, and execution of visual assets for global personal care and beauty brands.
- Directed CGI production, photography, and copywriting workflows with external agencies, maintaining strict adherence to brand guidelines and go-to-market schedules.
- Utilized market research and competitive analysis to elevate visual brand positioning, refine consumer touchpoints, and enhance brand equity.

**HEARTLAND FOOD PRODUCTS GROUP | Carmel, IN**

*Content Manager, Digital Shelf (Splenda & Java House Brands)* | Nov 2019 – Feb 2023

- Directed creative strategy, visual storytelling, and brand execution across all digital touchpoints, media campaigns, and brand assets for the Splenda and Java House product portfolios.
- Supervised in-house photography studio operations, directing photo shoots, styling, retouching, and asset management across all product SKUs.
- Oversaw multi-channel asset distribution and content management, establishing optimized SOPs that improved production efficiency and shortened go-to-market timelines.

**WESTON FOODS | Brownsburg, IN**

*In-Store Activation Manager – US Retail* | Jul 2017 – Nov 2019

- Conceptualized and implemented in-store visual merchandising solutions, B2B sales tools, and campaign strategies across national retail accounts such as Walmart, Albertsons, Kroger, and Meijer.
- Directed the design, fabrication, and execution of national trade show exhibits, delivering cohesive, immersive, multi-brand experiences.
- Managed vendor and supplier relationships for print production and display fabrication, delivering high-quality visual outputs on schedule and within budget.

**FLEXPAC | Greater Indianapolis, IN**

*Art Director* | Nov 2014 – Jul 2017

- Directed all stages of the creative process from initial project intake through structural design collaboration to final production for retail and industrial packaging solutions.
- Served as primary brand owner for FlexPac, establishing comprehensive brand identity guidelines and managing all internal and external marketing collateral.
- Partnered with structural engineers to integrate graphic artwork with structural CAD specifications for primary packaging and Point-of-Purchase (POP) displays.

***EARLIER CAREER HISTORY AVAILABLE UPON REQUEST***

## EDUCATION & CONTINUOUS DEVELOPMENT

- **Bachelor of Science (2005-2008)**
  Sanford-Brown Institute | Mendota Heights, MN
  *Video Game Design & Development*
- **Relevant Coursework & Advanced Training:** Digital Media Design, Brand Architecture, Generative AI For Creative Workflows, Advanced Motion Graphics, and User Experience Principles.

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