

Julie McSwain

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Work Experience

Brookshire Brothers

Lufkin, Texas

Senior Graphic Designer and Store Signage Coordinator

June '22 – Present

- Oversee in-store signage processes across 120 grocery stores, including pharmacies, convenience stores, and event venues
- Design and produce digital and print material for marketing campaigns and special events, ranging from email and social assets to large-format banners and billboards
- Oversee and assist in the creation and scheduling of recurring projects and ensuring deadlines are consistently met
- Collaborate with internal departments to develop and execute plans that help promote products, sales, events, or general advertising
- Spearheaded the launch of a new sign-creation program allowing store employees to create on-demand signage on a weekly basis
- Incorporated new project management tools within the graphic design and marketing team

Graphic Designer

March '21 - June '22

- Designed and produced digital and print material for recurring programs
- Assisted in development and distribution of signage across stores
- Provided weekly updates and collaborated with the marketing team

Freelance

Nacogdoches, Texas

Graphic Designer and Photographer

January '18 – May '23

- Developed logos for organizations, churches, small businesses, and city events in collaboration with the Shelby County Chamber of Commerce
- Designed logos and album covers for local musicians
- Directed photo shoots and delivered edited photos for music promotion purposes

Kline's / Wrap-It-Up

Nacogdoches, Texas

Graphic Designer

October '18 – March '21

- Designed materials for print such as forms, posters, stationery, invitations, and more
- Collaborated with clients and gathered detailed requirements to meet their print needs
- Managed social media pages

Education

Stephen F. Austin State University

Nacogdoches, Texas

Bachelor of Arts, Major in Graphic Design, Minor in Computer Science

December '19

- Magna Cum Laude 3.95 GPA, Upsilon Pi Epsilon Honor Society, Smith-Hutson Scholar
- 1st place team at AAF-Houston Competition during fall 2018 semester

Skills

Adobe InDesign, Illustrator, Photoshop, Lightroom, Premiere Pro, Microsoft Office Suite, HTML
Project Management, Brand Marketing, Attention to Detail, Photography