JD

Julia Donahoe

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Statement

User-centered Graphic Designer and emerging UX Designer thriving on inclusivity and accessibility.

Education & Training

UX Design Certification
Google, 2023

Master of Business Administration (M.B.A.), Management
New York Institute of Technology

Bachelor of Fine Arts (B.F.A.), Graphic Design
Virginia Commonwealth University

Toolkit

Technical
- Adobe CC (Photoshop, Illustrator, InDesign, XD, After Effects, Express)
- Figma
- Tableau
- Spark AR
- WordPress
- Amazon Seller Central
- Microsoft PowerPoint
- Working Spanish Language

Design
- Publication Design
- UX Research
- UI/Interaction Design
- Brand Identity Guide Creation
- Journey Mapping
- Information Architecture
- Wireframing
- Prototyping
- Usability Testing
- Data Analysis
- Data Visualization
- Identity Systems
- Multimedia Marketing

Professional Experience

Perch | Senior Graphic Designer
Oct 2021–Nov 2022
- Designed Amazon product listing infographics for Perch brands, enhancing visual appeal and optimizing site merchandising for 350+ products, achieving a 10% conversion uplift within seven days.
- Developed comprehensive agency brand guides, ensuring consistent and effective marketing materials for newly acquired brands.
- Produced effective email marketing assets via Klaviyo, enhancing consumer engagement.
- Managed complex logistics and streamlined production processes, expediting 50 new product launches.
- Mentored four junior designers, aligning skill sets with business needs for maximum quality and yield.
- Collaborated with cross-functional teams, including brand managers, contractors, and marketing professionals.

New York Institute of Technology | Multimedia Designer
Jan 2018–Oct 2021
- Led end-to-end design of diverse marketing projects from ideation to implementation, including digital assets, posters, brochures, and animations.
- Managed visual identity for annual donation drives, achieving $218K+ contributions from 940+ donors within two days, surpassing goals.
- Played an integral role in a comprehensive university-wide brand overhaul, facilitating and executing the launch of the new brand across all departments and marketing efforts and ensuring adherence to new brand guidelines.
- Implemented streamlined processes to ensure brand consistency throughout various communication channels and materials.
- Transformed complex data into clear infographics, utilizing data analysis and visualization skills.
- Applied UX/UI design principles for informative materials and social media content.
- Collaborated effectively with directors, department heads, vendors, and more.

VCU School of Social Work | Graphic Designer
Feb–Dec 2017
- Independently managed design for a bi-weekly student resource database.
- Crafted MailChimp emails and templates, enhancing recruitment and student involvement through improved user experience.

Memac Ogilvy & Mather | Graphic Design Intern
Aug–Dec 2015
- Collaborated in ideation workshops with the design team to develop innovative advertising campaigns and improve brand recognition for clients like Vodafone and Qatar National Bank.
- Managed and streamlined the digital asset management database.