

JULIA D'ORAZIO

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EXPERIENCE

ART DIRECTOR, CUSTOM CONTENT

THE CUT AND NEW YORK MAGAZINE/VOX MEDIA | MARCH 18 - JULY 20

Oversaw all art direction of branded campaigns for fashion, beauty and luxury brands from conception to execution. Collaborated with a variety of top-tier clients including Rolex, J.Crew, Glossier and SK-II. Developed creative direction documents for key photo shoots. Art directed on set with high-level talent, such as celebrity stylist Kate Young. On average, balanced design work for 10-12 simultaneous campaigns, many with expedited timelines. Successful campaign work drove repeat business for clients such as Tiffany & Co., and finished designs earned accolades including Pressboard Media's Top 100 Branded Content Campaigns (Levi's Made & Crafted). Managed smaller tasks like building articles in two custom CMS platforms, conducting QA tests for desktop and mobile experiences and collaborating with the social media team to create on-brand social templates.

ASSOCIATE CREATIVE MANAGER

THE FOUNDRY @ TIME INC. / MEREDITH - FASHION & BEAUTY | JUNE 17 - MARCH 18

Conceptualized and executed 360° branded content campaigns for all of Meredith Corporation's titles, including digital and print projects for *InStyle*, *People*, *Real Simple*, *SHAPE* and *Sports Illustrated*. Art directed on a variety of sets including on location and in-studio with conceptual set designs. Mentored junior designers to guide creative on smaller campaigns. Consistently expanded a network of new photographers, stylists, illustrators and influencers. Researched new ways of executing projects at various budget tiers and helped guide brainstormers for key RFPs. Art directed on set to bring the final concept to life.

DESIGNER

THE FOUNDRY @ TIME INC. - FASHION & BEAUTY | AUGUST 16 - JUNE 17

Developed and created branded content campaigns for fashion, beauty and luxury categories across all Time Inc.'s titles. Created digital and print mock-ups for concept presentations to clients; one noteworthy mock-up sold a high six-figure campaign for Timberland. Collaborated on brainstormers for all types of RFPs. Designed collages, animations, and other visual elements for online articles. Oversaw updates of the team's portfolio website, while training coworkers on email blast coding and deployment. Assisted the creative director by producing smaller-budget photo shoots.

JUNIOR DESIGNER

INSTYLE MAGAZINE | AUGUST 15 - AUGUST 16

Created branded content (across print, digital and social) for the brand's vast range of clients including Amazon, CoverGirl, AG Jeans, L'Oreal, Nicole Miller and Sally Hansen. Closely supported the sales and marketing teams by creating presentations, print materials, event collateral and mock-ups. Owned and supervised designs for a variety of email newsletters. Supported campaign development at all stages, including photo shoot support, talent outreach, studio bookings, and image sourcing.

EDUCATION

SYRACUSE UNIVERSITY

College of Visual & Performing Arts

School of Design 2015

Bachelor of Fine Arts in Communications Design

SKILLS

SOFTWARE

Adobe Photoshop, InDesign, Illustrator, DreamWeaver, and After Effects

Microsoft PowerPoint, Keynote, basic HTML and animation.

PLATFORMS

Facebook, Instagram, YouTube, Mindbody, Asana, Trello, GoogleDrive,

Salesforce, Basecamp

DESIGN

Magazine layout, email blasts, branding,

collaging, simple GIF animation, digital layout and ad banners.

OTHER

Working in a fast-paced environment, research, problem solving,

fast learning, creative direction, moodboards, organization.