

JULIE ACOSTA

San Jose, CA 95139 • 408-648-9449 • AcostaJulie@gmail.com

Websites, Portfolios, Profiles

- www.JulieAcosta.org
- www.linkedin.com/in/julie-acosta-aba45261

Professional Summary

Creative Professional | Entry-Level Graphic Designer & Digital Marketer with a Passion for Visual Storytelling

Creative and results-driven graphic designer and social media marketer with a B.A. in Art and a strong foundation in visual storytelling, digital design, and branding. Skilled in Adobe Creative Suite, Canva, and Figma, with hands-on experience in content creation and campaign planning. Passionate about crafting compelling visuals and messages that drive engagement and elevate brands. Currently earning a Master's in Communications Management at USC.

Skills

- Adobe Photoshop, Illustrator, After Effects
- Microsoft Office Suite
- Canva, Figma, InDesign
- UX Design Principles
- Social Media Platforms (Instagram, Facebook, TikTok)

Work History

Salon Owner, 01/2016 to Current

Color Me Gorgeous – San Jose, CA

- Designed and managed branding materials, social media content, and promotional campaigns that grew client base by X%.
- Oversaw digital marketing strategy across platforms (Instagram, Facebook), increasing follower engagement and appointment bookings.
- Maintained visual consistency across print and digital marketing, from business cards to web design.

Art Studio Intern, 01/2025 to 03/2025

Studio Sprout – Santa Cruz, CA

- Assisted in preparing materials and supporting children during art classes.
- Supervised students to ensure safety and promote a positive learning environment.
- Organized and maintained the studio, including cleaning tools and restocking supplies.
- Aided in planning and setting up creative projects and studio events.
- Fostered creativity by encouraging self-expression and celebrating students' achievements.

Education

Masters Degree: Communications Management

University of Southern California - Los Angeles, CA

Bachelor of Arts: Art, 06/2025

University of California - Santa Cruz

- GPA: 3.9 Cum Laude

Associate of Arts: Studio Arts, 01/2023

Evergreen Valley College - San Jose

- Associate of Arts for Transfer (AA-T)
- GPA: Cum Laude

Associate of Science: Art and Design with Design Emphasis, 01/2023

Evergreen Valley College - San Jose

GPA: Cum Laude

EXHIBITIONS/PROJECTS

- 2008 Juried Student Art Show, Evergreen Valley College
- 2009 Juried Student Art Show, Evergreen Valley College
- 2010 Photography showcase at Vinyl Room, Burlingame, Ca.
- 2013 Eufora Global Stylist of the Year awards
- 2014 Eufora Global Stylist of the Year awards
- 2022 Juried Student Art Show, Evergreen Valley College
- 2023 Juried Student Art Show, Evergreen Valley College
- 2024 Spring Quarter Open Studios, UC Santa Cruz
- 2024 Fall Quarter Open Studios, UC Santa Cruz
- 2024 Book Publication, XIUTLA
- 2025 Spring Quarter Open Studios UC Santa Cruz

Awards

- 2008: Best Photography, Evergreen Valley College Student Show
- 2009: Best Photography, Evergreen Valley College Student Show
- 2013: Best Makeup Artist, Eufora Stylist of the Year Awards
- 2014: Runner-Up, Team Collaboration, Eufora Stylist of the Year Awards
- 2023: Outstanding Achievement, Evergreen Valley College Student Show
- 2025: Eduardo Carrillo Scholarship

Affiliations

- HonorSociety.org
- Tau Sigma Honor Society

ADDITIONAL SKILLS

- Design & Creative Tools: Adobe Photoshop, Illustrator, After Effects, InDesign, Canva, Figma
- Social Media & Digital Marketing: Content creation, Instagram Reels, TikTok videos, Facebook campaigns, branding strategy
- UX & Web: Basic UX design, wireframing, layout design, web banners
- Visual Communication: Typography, color theory, composition, three-dimensional design, photography
- Project Execution: Campaign planning, event promotion, visual storytelling, client collaboration