

BIOGRAPHY



Hello! I'm JulieAnn – Your Partner in Branding, Graphic Design, and Marketing. I'm a passionate expert dedicated to helping business owners and operators like you thrive in today's competitive landscape. With over 23 years of experience under my belt, I specialize in creating memorable user experiences that leave a lasting impact.

JulieAnn Larson

Principal Graphic Designer



EXPERIENCE

- 2017-Present**
 - Callaway Golf** - Carlsbad, CA. October 2017 – Present
 - Principal Graphic Designer in Industrial Design
 - Creates brand logo packages, including graphics and cosmetics, for all of our golf club categories. Seeks out new logo graphics and cosmetic treatments for application to club heads, medallions, and shafts for our industry leading product portfolio.
 - Helps drive graphic/cosmetic interaction between club designers, engineers, and the Product Design Development team to prototype innovative concept designs as assigned, executing through final production art.
 - Supports and mentors' junior designers
- 2016**
 - Banjo** - Las Vegas, NV. December 2016 – October 2017
 - Senior Graphic Designer
 - Designed and executed brand standards for Artificial Intelligence
 - Responsible for conceptual development and execution of artistic concepts for platforms, e-mails, websites, large format prints, and marketing material.
 - Collaborated with the Marketing Director and team on engaging and detail-oriented marketing campaigns for product features.
 - Website, landing page, and email campaign designs
 - UX/UI design and navigation of mobile apps
 - Figma design layout, wireframing, and user-friendly navigation
- 2014**
 - Spark Health** - Solana Beach, CA. December 2014 – December 2016
 - Graphic Designer and Marketing Director
 - Executed graphics and designs for small format print pieces, advertisements, social media, and website projects based on brand standards.
 - Social media management and marketing
 - Website, landing page, and email campaign designs
 - Figma design layout for landing pages and call-to-action elements
- 2010**
 - 858 Graphics** - San Diego, CA. January 2010 – December 2014
 - Graphic Design Director and Account Executive
 - Lead a team of five designers to develop and implement the graphic, layout, and production communication materials.
 - Conceptual design and layout for clients' business cards, brochures, banners, trade show graphics, vehicle wraps, and website graphics.
 - Oversee electronic pre-press and the layout and design of all projects
- 2001**
 - Skyline Displays** - Minneapolis, MN. September 2001 – November 2009
 - Graphic Designer and Account Executive
 - Conceptual design and layout, color/image correction, and compositing large format graphics for the trade show industry.
 - 3D CAD renderings of trade show exhibits

DESIGN SKILLS

Adobe Creative Suite
Microsoft Office Suite & Apple OS
Alias/Keyshot/NX CAD
Branding & Identity
Logo Design
Email/Digital Marketing
Social Media Management
Project Management
Marketing Strategy
Typography
Color Theory
Small & Large Format Print Production
Packaging Design
Apparel Design
Figma
UX/UI Design
Website Design

EDUCATION

Brown College - 1999-2001
Inver Grove Heights, MN
Associate's Degree in Visual Communications
with an emphasis in Graphic Design.

REFERENCES

Tim Goudarzi - Callaway Golf, 760-579-3386
Keith Kingston - Callaway Golf, 716-860-3615
Jenny Sassi - Banjo, 702-882-8907



CONTACT JULIEANN

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PORTFOLIO

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