

BIOGRAPHY



Principal Graphic Designer with 23 years in branding, visual identity, and marketing design. Skilled in leading cross-functional teams, developing brand systems, and delivering innovative creative solutions that strengthens brand presence and drives revenue growth.

JulieAnn Larson

Principal Graphic Designer



EXPERIENCE

Callaway Golf - Carlsbad, CA | Principal Graphic Designer | Oct 2017 - Present

- Creates brand logo packages, including graphics and cosmetics, for 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, executing through final production art.
- Mentors and supports junior designers, strengthening skills and creative output with 98% on-time completion.

Banjo - Las Vegas, NV | Senior Graphic Designer | Dec 2016 - Oct 2017

- Designed brand identity systems for Artificial Intelligence.
- Executed visual storytelling for products, platforms, email campaigns, websites, large format prints, and digital marketing material.
- Increased paid platform subscriptions by 22% through design and content strategy.
- UX/UI design and navigation of mobile apps.
- Figma design layout, wireframing, prototyping, user flows.

Spark Health - Solana Beach, CA | Graphic Designer & Marketing Director | Dec 2014 - Dec 2016

- Executed graphics and designs for small format print, advertisements, social media, and website projects.
- Designed product packaging that contributed to a 20% sales lift.
- Increased social media engagement by 40% through design and content strategy.
- Website, landing page, and email campaign designs.
- Figma design layout, wireframing, prototyping, user flows.

858 Graphics - San Diego, CA | Graphic Designer & Account Executive | Jan 2010 - Dec 2014

- Led a team of 5 designers, delivering 900+ projects annually with 96% on-time completion.
- Conceptual design and layout for clients business cards, brochures, banners, trade show graphics, vehicle wraps, and website graphics.

Skyline Displays - Minneapolis, MN | Graphic Designer & Account Executive | Sept 2001 - Nov 2009

- Conceptual design and layout, color/image correction, and compositing large format graphics for the trade show industry.
- 3D CAD renderings of trade show exhibits.

SKILLS

Design & Creative Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Microsoft Office Suite, Apple OS, PC, Alias/Keyshot/NX CAD

Branding & Visual Design

Brand Identity Systems, Logo Design, Typography, Color Theory, Packaging Design, Apparel Design, Large & Small Format Print Production, Trade Show & Environmental Graphics

UX/UI & Digital Design

UX/UI Design, Wireframing, Prototyping, User Flows, Website Design, Landing Pages, Email Campaign Design, Responsive Design, Accessibility (WCAG Standards)

Marketing & Strategy

Digital Marketing, Social Media Management, Content Strategy, Marketing Campaigns, SEO/SEM, Analytics, Marketing Strategy, Project Management, Creative Direction

Collaboration & Leadership

Cross-Functional Team Collaboration, Stakeholder Communication, Mentorship & Training, Creative Leadership, Process Improvement

EDUCATION

Brown University - Inver Grove Heights, MN | 1999-2001

Associate's Degree in Visual Communications with an emphasis in Graphic Design.



CONTACT & PORTFOLIO

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