

Julianna (“Jules”) All

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SUMMARY AND PROFESSIONAL EXPERIENCE

Professional designer with a BFA and passion for fashion, sewing, graphics, content creation, customer service/retail. 5+ years' experience in fashion, sewing, graphics, illustration, content/social strategy.

Sales and Merchandising Associate, Savvy Top Shop: Nordstrom, Skokie, IL, October 2024-Present

- Fashion expert in sales and merchandising for the Young Contemporary, Trend and Denim departments
- Provide fashion expertise, wardrobe possibilities and style solutions to customers about women's apparel
- Process and stock inventory, ring up sales and happily solve problems for clients and colleagues

Design and Production Assistant: Kat and Clarese, Plainfield, IL, August 2023-Present

- Collaborate with designer to create and sew unique luxury fashion accessories sold at high-end retailers
- Research fashion trends and create original sketches and illustrations to flesh out product ideas
- Bring style accessory ideas to life through patterns, fabric manipulation and sewing techniques

Graphic Designer, Multimedia Content Creator, Social Media Strategist: 30Seconds, 2018-Present

- Create original designs, graphics and illustrations, and edit photos and videos, for digital media company
- Serve as content creator and social media strategist for lifestyle website with 3 million unique visitors/mo

Product Artisan: Dahlia Weddings and Baptisms, Naperville, IL, January 2024-July 2024

- Artist/creator/sewist producing a variety of products for weddings and baptisms: candles, party favors, etc.
- Assisted designer in creative process for new products in the line, from conception through production
- Created content and photos for marketing purposes and to promote the brand on social media

Design Assistant: Christos Furs & Leathers, Westchester, IL, August 2023-December 2023

- Knowledgeable, positive sales and creative associate who helped design original leather fashion pieces
- Assisted with a prominent fashion show, designing all graphics, motifs and promotional materials
- Organized and managed sales booth, representing the brand and selling high-end merchandise
- Coordinated the pre-launch of Christos' Etsy shop: photography, written descriptions, product listings
- Served as brand ambassador, representing Christos on a live national television segment for WGN-TV

Production Assistant: Madam Chino, West Allis, WI, January 2022-March 2023

- Developed different patterns, apparel and sewing projects using new and recycled materials
- Created innovative products by working with various industrial sewing machines and sergers

Sales Associate/Team Member: JoAnn Fabrics, Cudahy, WI, Summer 2021-Fall 2022

- Provided insight and solutions to customers about fabric, merchandise, sewing, art/design, promotions
- Stocked inventory, cut fabric, rang up sales – bringing a friendly attitude to customers and colleagues

Sales Associate/Brand Ambassador: Claire's Accessories, Northbrook, IL, 2016-2017

- Informed customers about merchandise and promotions, rang up sales, increased purchases

EDUCATION AND SKILLS

Milwaukee Institute of Art and Design, Milwaukee, WI, BFA, Graphic Design and Illustration. Focus in Multimedia Design, Digital Media, Illustration, Fashion; August 2018 to May 2023. GPA: 3.4; Dean's List

Lawrence University, Appleton, WI, Coursework in Liberal Arts; August 2017 to March 2018

Expert Level Skills: Adobe Suite, Illustrator, After Effects, Photoshop, InDesign, Microsoft Office, PowerPoint, photo/video production/editing, social media platforms, content creation, sewing, patterning