

Julia Rozenberg

CREATIVE SERVICES LEAD

Houston, TX

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281.685.4585 mobile

Highly creative and multitalented Creative Services Lead with strong experience directing design teams and working independently in the production of a wide array of design projects. Multimedia expertise includes branding, UI, print, billboard, web design, multimedia video and television advertising campaigns. Exceptional collaborative and interpersonal skills; ability to work directly with clients, direct design teams, and collaborate with cross-functional departments in determining and meeting client needs. Experience working with remote teams and solving for an international audience. Tendency to thrive in deadline-driven environments, delivering high-quality designs within strict budget requirements.

Experience

Creative Services and UI Lead

Houston, TX
May 2018 - Present

Data Gumbo Corp

- Lead all aspects of the product design for DataGumbo Corporation, including branding, visual design, content design and interaction design. Ensure consistent and meaningful application of the brand across all internal and external creative collateral.
- Proficient in working as part of collaborative, cross-functional, modern design and development teams. Expert in working with remote and international teams.
- Guide the team in establishing UI design patterns and a visual design language to ensure a consistent and intuitive experience of the product.
- Coach a team of designers to deliver the design thinking process - from problem definition to design implementation
- Design and implement processes, design guidelines, templates, and specification documentation. Create clear presentations and data visualizations for executive and external audiences.
- Recruit new designers and drive the hiring process

Art Director/Graphic Designer

Houston, TX
Apr 2010 - Present

Freelance

- Freelance design for small businesses, advertising agencies and design firms. Projects include corporate identity, letterhead design, collateral, sales and marketing materials, packaging, newsletter and eNews design, web site concept design and development of brand guidelines.

Lead Graphic Designer

Greensheet Media

Houston, TX

Mar 2016 - May 2018

- Created collateral, including creative print, brand, sales, interactive and social media marketing campaigns, which lead to increase in conversion rates. Proficient in directing projects from concept through completion. Conceiving and presenting design ideas for review.
- Served as a brand expert and ensuring the consistent application of the Greensheet Media brand internally and externally.
- Designed and successfully implemented an extensive brand update in a short period of time which allowed to unite different business units around a common mission, enabling higher levels of service
- Built an extensive portfolio of company wide sales templates which reduced the level of effort by more than 70%

Sr. Graphic Designer

Houston, TX
Dec 2013 - Dec 2015

Marathon Oil

- Hands-on creation of collateral, including creative print, brand, and interactive marketing campaigns for diverse internal clients' base. Directing projects from concept through completion. Art Directed multiple video projects.
- Coordinated and managed projects for Graphics Services group. Served as a brand expert and ensured the consistent application of the Marathon Oil brand internally and externally. Collaborated with contractors and vendors to ensure knowledge and adoption of Marathon Oil brand.
- Mentored and motivated designers on the team, managed the team's work-load and performed various team-lead tasks, ensuring that all the deadlines and requirements are met.
- Designed, produced, and implemented extensive portfolio of new company-wide templates to improve and simplify business processes and daily tasks. Designed, written, and led instructional courses to improve and speed up the integration of the new templates. New workflow methods led to reduced turn-around time for projects by 30%

Graphic Design Manager

Houston, TX
Aug 2012 - Dec 2013

National Oilwell Varco

- Led the user experience and visual design team in the design and development of control system products, services, UI design and accompanying marketing and communication materials
- Collaborated with internal stakeholders, project managers, the systems architects, front-end developers, back-end developers, and technical writers to implement design strategies.
- Worked with remote and international teams. Prioritized work and distributed resources across projects.

Adjunct Instructor

Houston, TX
Jan 2012 - Oct 2012

Art Institute of Houston - North

- Design, produce and implemented course instructional materials to improve student learning experience in Digital Imaging, Typography, Corporate Identity Design, Sustainable Design and Art Direction classes.
- Mentor Graphic Design students and provide necessary guidance

Adjunct Instructor

Houston, TX
Aug 2010 - Aug 2012

Westwood College

- Design, produce and implement course instructional materials to improve student learning experience in Graphic Design Portfolio, Layout, Digital Photography, Web Design, Color Theory, Typography and Advanced Illustration classes.
- Mentor Graphic Design students and provide necessary guidance, resulting in students winning system-wide and national design competitions.
- Named Faculty of the Term (Jan. 2011)

Art Director

Houston, TX
Nov 2007 - Apr 2010

IDEA

- Developed creative interactive marketing campaigns for the diverse client base. Directed projects from concept through completion. Major clients included Microsoft Digital Advertising, Hewlett-Packard, and Money Management International.
- Led and managed team that built an internal sales portal for Hewlett-Packard Servers unit. Portal provided sales specialist with easy to find, pre-packaged sales materials, which lead to the 200% increase in sales in one year.

Graphic Designer/Art Director/Production Manager

Freelance

Den Haag, The Netherlands
Jan 2007 - Nov 2007

- Designed the layout, illustrations, print advertising and posters for the Going Dutch magazine, of the American Women's Club of The Hague.
- Collaborated with printing house to ensure quality of the production.

Graphic Designer/Art Director

Freelance

Houston, TX
Dec 2005 - Dec 2006

- Freelance design and graphic identity design for small businesses, advertising agencies and design firms. Projects included corporate identity, photo and project research, web site concept design and development of presentations.

Art Director

Rodnaya Rech

Moscow, Russia
Nov 2003 - Oct 2005

- Developed highly persuasive advertising and marketing campaigns for diverse clients' base. Major clients included MTS (Mobile Tele Systems), White Bear Brewery, Dove Chocolate (Mars Corporation), Baltimor Ketchup, Juice "8 Vegetables" (Baltimor Corporation).
- Orchestrated all aspects of Art Production for multiple TV commercials. Designed and developed standardizations for graphics of the major client (MTS).
- Created visually appealing print, billboard, and television advertisements. Coordinated graphic design projects from concept through completion. Built, motivated, and directed design teams. Communicated daily with various departments and clients' personnel to ensure meeting of deadlines and clients' satisfaction with the work product.

Graphic Designer/Associate Art Director

Almaty, Kazakhstan
Aug 2001 - Aug 2003

McCann-Erickson Kazakhstan

- Effectively translated raw subject matter into highly persuasive and unique print, billboard, and television advertisement campaigns. Created design themes and graphics for marketing collateral. Designed promotional textiles. Participated in shooting of television commercials, providing artistic expertise. Compiled and maintained all creative materials and company records.
- Orchestrated production of company handbook listing policies and procedures for production of Kazakhstan television commercials. Fostered motivational team-based atmosphere, resulting in significant increases in production and quality of output.
- Key clients include Coca-Cola, Hamle, Tan-Shan Beer, Nescafe, Maggi, Nuts (Nestle).

Education

Master's in Architecture

College Station, TX
Sep 1999 - Jun 2001

TEXAS A&M UNIVERSITY

+ Awarded Presidential Scholarship

Bachelor's in Design and Advertising

Almaty, Kazakhstan
Sep 1994 - Jun 1999

KAZAK STATE ARCHITECTURE AND CONSTRUCTION ACADEMY

+ Graduated with honors

TECHNICAL PROFICIENCIES

Software:

Adobe XD
Adobe Photoshop,
Adobe Illustrator,
Adobe InDesign,
Adobe Animate,
Adobe Premier Pro,
TypeTool,
ArchiCAD,
MAPublisher,
Microsoft Office (Word, Excel, Outlook, PowerPoint)

Interaction

User research
Wireframing
Prototyping
Design Research

Visual

UX/UI Design
Branding
Layout Design
Advertising
Design Systems
Packaging
Instructional Design
Infographics
Video-editing

SELECTED EXHIBITS & RECOGNITIONS

Award of Excellence 2016 BMA Houston Lantern Awards

BMA Houston Lantern Awards, Greensheet Media
rebranding campaign

Silver Addy Award 2010

HP "Kingdom" video

Golden Addy Award 2009

HP Workstations video campaign

Golden Addy Award 2009

Idea Integration self-promotion campaign

Silver Addy Award 2009

HP Workstation "Eco" video

Silver Addy Award 2009

HP Document Workflow Transformation video

Bronze Addy Award 2009 (regional)

HP Workstations video campaign

Outstanding Achievement Award

Amateur Photography Contest – Washington D.C. and Las Vegas, Nevada

Hall of Fame

International Library of Photography, Picture.com (2005)

Group Photography Exhibition

Buddy Holly Center, Lubbock, Texas

Links

LinkedIn

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