

Julie Wera

BRAND DESIGNER

www.juliewera.com · (514) 826-3062 · Kelowna, BC

EXPERIENCE

CONTOBOX *Ad tech platform, Toronto, ON*

Creative Director August 2019 - April 2024

Lead Brand Designer January 2017 - August 2019

- **Brand Evolution:** Established a distinct, memorable visual identity for Contobox that resonates with target audiences helping it stand out in the competitive ad-tech market. Devello
- **Creative Direction:** Oversaw all marketing content to ensure visual consistency across all touchpoints, including the Contobox website, presentations, weekly newsletters, social media, brochures, one-pagers, and more, strengthening brand recognition and trust.
- **Design Inventory:** Increased collaboration by ushering the team into the G Suite platform, where I built a modular system for all sales collateral, including templates and visual assets, making it simple for the team to build personalized proposals and product examples for clients on the fly, reducing our lead times for all client facing material.
- **Automated Mockups:** Built an extensive mockup generator in Figma allowing for the creation of dozens of product examples within minutes, speeding up proposal lead times and reducing costs allocated to freelance designers.
- **Product Design and Prototyping:** Collaborated with the product team to conceptualize new products and/or features for interactive ads and proprietary DMP. Created high-fidelity, animated prototypes to present new ideas to clients.
- **Content Creation:** Composed all content for sales collateral in collaboration with the marketing department, such as proposal presentations, brochures, web content and more which helped land and/or retain clients such as Sephora, Cole Haan, Brandsmart, Walmart, The Home Depot and more.
- **Communication:** Simplified convoluted ideas and technical concepts through visual storytelling and copywriting, making them more digestible for our general viewers.

MTL COOL *Refrigeration manufacturer, Chambly, QC*

Lead Graphic Designer

October 2014 - December 2016

- Internal Branding: Updated and refined the company brand to make them stand out and feel more approachable to potential clients.
- Display graphics: Provided display graphics to clients such as Danone, Kroger, lögo, Meijer and more.
- Product Design: Conceptualized new products including the first curved glass display refrigerator on the market.
- 3D Rendering: Developed detailed 3D renderings to visualize product designs, providing clarity and precision for stakeholders.
- Presentations & Sales Material: Created impactful presentations and sales collateral to aid the sales team in showcasing MTL Cool's offerings.
- Web Design: Maintained the company website, keeping it up to date with latest products and news.
- Catalog Design: Created product catalogs that effectively highlighted key products and features, driving interest and sales.
- Photo Editing: Edited and enhanced photos for use across marketing materials, ensuring high quality and consistency.
- Trade Show Booth Design: Designed and oversaw trade show booth production, creating an engaging and professional display that drew in prospective clients.
- Large Format Print and Cut: Coordinated the design and production of large-format printed materials, including banners, backlit signage and large decals, as well as executing dielines for the CNC cutter.

KIKA MARKETING *Full Service Marketing Agency, Montreal, QC*

Graphic Designer

August 2013 - August 2014

- Web/Mobile Design: Contributed to web and mobile design projects, creating responsive, visually appealing interfaces for various platforms.
- Packaging Design: Developed packaging that was both functional and visually engaging, enhancing product appeal and brand presence on the shelf.

- Brand Identity: Established strong brand identities through cohesive logo design, color palettes, and typographic choices.
- Advertising Design: Designed ads for both print and digital media that effectively communicated client messages and captured audience attention.
- Photo Manipulation & Photography: Enhanced and edited photos to fit project needs, providing professional-quality images for various applications.
- Iconography: Created custom icons to support brand identity and improve visual communication across different media.

EDUCATION

BFA, DESIGN

Concordia University, Montreal

Graduated with distinction

DEC, PHOTOGRAPHY & DESIGN

Champlain College, Saint-Lambert

ADDITIONAL COURSES

UX Design Fundamentals

Wine Specialist Certificate

AutoCad I, AutoCad II

Italian I

CORE SKILLS

DESIGN SKILLS

Graphic design

Prototyping

Presentations

Print Layout

Illustration

Industrial Design

UX/UI Design

Digital marketing

3D Rendering

Design Systems

Web Design

PROGRAMS & PLATFORMS

Adobe Illustrator

Wix / Squarespace

Rhino 3D

Adobe Photoshop

HTML / CSS

Adobe Dimension

Adobe Indesign

G suite / Google Slides

SketchUp

Adobe XD

Powerpoint / Keynotes

Salesforce

Figma

AutoCAD

Mailchimp

LANGUAGES

English Spoken and written

French Spoken and written