



julie.cornoni@gmail.com | 314.560.7622



EDUCATION

University of Kansas 2006

- + Bachelor of Fine Arts in Design with concentration in Graphic Design

SOFTWARE STRENGTHS

- + Adobe Creative Suite
- + Figma
- + Microsoft Office Suite
- + Google Suite
- + Monday.com
- + Asana

EMPLOYMENT

Centric Consulting

+ Design Lead, Senior Graphic Designer May 2023 - July 2024

- Led a team of 4 (1 direct report, 3 cross-functional members) and design contractors, overseeing quality control and external vendors to deliver creative assets aligning with organizational goals.
- Partnered with leadership to drive brand strategy, differentiating Centric from competitors and increasing engagement at all stages of the marketing funnel.
- Spearheaded and creatively directed comprehensive campaigns that aligned with brand strategy, integrated engaging design elements, and reinforced the business objective of building a strong sales pipeline for AI and Cybersecurity business units.
- Evolved brand guidelines by incorporating color distribution and standardized design systems to increase consistency when implemented across all channels including web, social media, whitepapers, marketing and sales collateral, presentations, proposals, and advertising.
- Streamlined workflow, optimized creative brief process, resolved obstacles to increase productivity, maintained and analyzed budgets, and documented procedures to produce consistent, high-quality work.

Thrasio

+ Senior Graphic Designer May 2021 - February 2023

- Design lead for the Thrasio brand working with cross-functional departmental leads to deliver innovative design assets that achieved brand awareness and lead generation goals across online and offline channels. Assets include trade show booths, marketing collateral, direct response advertising, social media, website UX/UI, presentations, and webinars.
- Recruited, trained, and led a high-performing team of 2 employees and external contractors, delivering 200+ projects annually across multiple channels to support the strategic goals of the company.
- Ensured all designs were on brand and produced at the highest quality standards.
- Created custom illustrations and assets that reinforced brand voice and drove engagement.
- Collaborated with cross-functional teams to execute a comprehensive rebranding initiative, ensuring seamless rollout across all internal and external channels.

Spiro (formerly GES)

+ Senior Graphic Designer 2019 - 2021

+ Graphic Designer 2017 - 2019

- Led creative projects in collaboration with account teams, strategic partners, and vendors to deliver high-quality design solutions and production-ready files to ensure quality control of final deliverables.
- Increased operational efficiency by 50% through optimized workflows and streamlined creative request processes, enhancing communication and output across departments.



EMPLOYMENT (CONTINUED)

Wolters Kluwer Financial Services

+ Senior Graphic Designer 2014 - 2015

- Conceptualized and executed marketing campaigns aligned with strategic objectives.
- Designed high-impact marketing and sales collateral, including brochures, case studies, advertisements, trade show graphics, and signage, ensuring alignment with brand standards.

New Balance

+ Freelance Graphic Designer 2014

- Developed graphics for advertising campaigns, in-store graphics, and event signage, adhering to brand guidelines and tight production schedules.
- Coordinated with vendors to ensure the production of error-free, print-ready files, and compliant to quality standards.

The Kansas City Royals

+ Manager of Creative Services, Graphic Designer 2010 - 2014

- Directed the creation of marketing collateral including signage, advertisement, fliers and promotional items while maintaining strict brand and campaign standards.
- Negotiated pricing and schedules with vendors to ensure print production met quality standards, adhered to timelines, and remained within budget.
- Streamlined creative workflows and project bidding procedures, improving cost and production efficiency across the organization.
- Coordinated and organized photo shoots, providing art direction to ensure assets aligned with marketing campaign objectives and brand standards.
- Led creative projects for the 2012 All-Star Game in collaboration with Major League Baseball and local organizations.
- Managed the hiring and development of interns and contractors, cultivating talent and ensuring the delivery of high-quality design.

Populous

+ Graphic Design Tech 2006 - 2009

- Created comprehensive stadium environmental graphic design projects overseeing strategic planning, presentations to clients, conceptual development, and final implementation.
- Primary liaison with sign fabricators, responsible for creating design intent documents and installation plans to manufacture and install custom signage.
- Designed documents for clients to promote projects and secure financing.
- Prepared research and presentation materials for client meetings.