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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

EMPLOYMENT

Centric Consulting

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

- Evolved existing 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.
- Implemented quality control and oversaw the visual communication output for the in-house creative team consisting of 1 direct report and 3 cross-functional creative team members as well as external contractors and vendors to support the organization's needs.
- Participated in planning and driving brand strategy to support the marketing imperatives consisting of differentiating Centric from direct competitors and building interest at every stage of the marketing funnel.
- Created comprehensive campaigns that align with brand strategy, incorporated engaging design, and reinforced the business objective of building a strong sales pipeline for AI and Cybersecurity consulting services.
- Optimized workflow, streamlined creative brief, identified and resolved obstacles to increase productivity, maintained and analyzed budgets, and documented processes to produce consistent and highest standard of work.

Thrasio

+ Senior Graphic Designer May 2021 - February 2023

- Design lead for the Thrasio brand working with cross-functional departmental leads to deliver effective design assets that achieve brand awareness and lead generation goals for both online and offline channels. Assets include trade show booths, marketing collateral, direct response advertising, social media, website UX/UI, presentations, and webinars.
- Built and led a team including 2 high performers and external freelancers, including recruitment, interviewing, and selection to produce over 200 projects yearly across multiple platforms and channels ensuring all designs are on brand and produced at the highest quality standards.
- Work strategically with internal departments to facilitate and execute the roll out of rebranding the organization across all internal and external channels.

GES, Global Experience Specialists

+ Senior Graphic Designer 2019 - 2021

+ Graphic Designer 2017 - 2019

- Coordinated with account teams, strategic partners, and vendors to concept and execute design solutions, including the creation of mechanical files for production and review of proofs to ensure image output met quality standards.
- Optimized standard operating procedures for the department and executed a creative request process to increase work efficiency and strengthen internal communication across departments.



SOFT SKILLS

- + Communication
- + Leadership
- + Teamwork
- + Organization
- + Work Ethic
- + Adaptability

EMPLOYMENT (CONTINUED)

Wolters Kluwer Financial Services

+ Senior Graphic Designer 2014 - 2015

- Brainstormed and conceptualized new ideas and approaches for marketing campaigns that were consistent with the corporate brand.
- Designed layouts for printed marketing collateral including brochures, case studies, advertisements, trade show graphics, and signage.

New Balance

+ Freelance Graphic Designer 2014

- Created graphics within brand guidelines to support advertising campaigns, in-store graphics, event signage, and catalog layouts.
- Responsibilities included coordination with vendors to produce error-free, print-ready files on scheduled deadlines.

The Kansas City Royals

+ Manager of Creative Services, Graphic Designer 2010 - 2014

- Conceptualized and designed collateral including signage, advertisement, fliers and promotional items while maintaining strict brand and campaign standards.
- Negotiated pricing and scheduling with vendors to ensure printing methods maintained quality standards, projects were completed on time, and were within budget.
- Improved work-flow efficiency within organization by initiating internal creative request process and streamlining project bidding procedures.
- Responsibilities included coordination and organization of photo shoots as well as art direction of assets to be used in marketing campaigns.
- Collaborated with Major League Baseball to produce and execute signage, sales and marketing collateral to promote the 2012 All-Star Game.
- Responsible for selecting, hiring and managing graphic design intern and overseeing freelance design contractor.

Populous

+ Graphic Design Tech 2006 - 2009

- Established comprehensive stadium environmental graphic design projects through strategic planning, presentations to clients, conceptual development and implementation of final projects.
- Point of contact 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 obtain financing.
- Prepared research and presentation materials for client meetings.