

## **JULIE VALDEZ**

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206.778.8785

### **Education**

B.A., English Literature  
UCLA

### **Core software**

Adobe CC (Illustrator, Photoshop, InDesign, Acrobat); Microsoft Office

### **Over 20 years experience**

Design firms, in-house design and marketing departments, and independent

## **WORK EXPERIENCE**

**Starbucks (via The Creative Group – 7/14-6/15)** – The Starbucks Global Creative Studio globally redesigned all VIA product line packaging over the past year. I was contracted to support the project. My responsibilities included:

- prepressing and releasing all VIA product line packaging to the vendor
- leading the prepress portion of the project and coordinate workflow
- assisting other prepress team members as needed on other Starbucks sub-brands and promotions
- contributing to prepress discussions
- file archiving

**Freelance graphic design and production, Seattle, WA (13-present)** – Clients include Force Brand Design (Portland, OR), Threadword, Publicis (via The Creative Group) and Girvin.

**Hornall Anderson, Senior Digital Production Artist, Seattle, WA (07-13)** – Within a high-pressure, fast-paced environment, I was responsible for collaborating with project teams to produce mechanicals accurately and which fulfilled design intent.

Projects included packaging, environmental, photo retouching and collateral.

Clients included Pepsi (Frito Lay, Tropicana and Quaker packaging and process development), Starbucks (Starbucks, Seattle's Best, Evolution Fresh packaging), HTC (Powerpoint informational / training decks and process development) and T-Mobile (OOH for the NBA, including stadium build-outs and building graphics).

As the Senior Digital Production Artist, I was also responsible for the following:

- leading the production teams on large projects
- working with the production and production design staffs to keep skills and knowledge current
- troubleshooting innovative print techniques and software
- researching software upgrades and production industry trends
- maintaining, refining and promoting best practices for all aspects of print workflow, company-wide
- interviewing, training and mentoring freelancers and new hires in quality practices for production
- working with the production management staff to determine budget hours for jobs

**Freelance graphic design and production, Seattle, WA (05-09)** – Clients included Nintendo, Microsoft MSN, Kirkland Performance Center, The Parlor Billiards & Spirits, the Bellevue Philharmonic, Paula's Choice cosmetics, Golden Lasso, Blackfish Creative (Portland, OR), Arndt Organization, Juanita Bay Dentistry, the Northwest Women's Pool Association and Emerald City Cue Repair.

**SGW Creative, Print Production Lead, Mercer Island, WA (04-05)** – SGW focused exclusively on property marketing. I was responsible for the production of advertising, identity, collateral and environmental materials.

**Freelance graphic design (00 to 04)** – Clients included Nike ACG, Blackfish Creative, LandAmerica, Market Place Design, Entrées Inc., Cedrus Technologies and the Northwest Women's Pool Association.

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### **Riley Weiss (Formerly known as Blackfish Creative), Production Manager, Portland, OR**

**(97-00)** – Assisted the principal / creative director with the design and digital production of all projects, including identity, brochures, packaging, collateral, POP and tradeshow graphics. I worked with the principal to keep production techniques and design strategy within scoped budget. This also entailed reviewing, selecting and managing outside vendors, as well as press checks. In addition, I worked with the principal and account services director to establish and streamline policies and procedures. Based on current and projected production department workload, I scheduled and managed freelance support as needed.

Technical duties included Mac network maintenance, user support, hardware and software evaluation, and archiving data via CD and tape backup.

**The Oswego Group, Production Manager, Portland, OR (96 to 97)** – The Oswego Group mainly produced asset CDs and camera-ready art for electronics manufacturers. I managed two full-time staff members to ensure that all jobs were completed accurately and on deadline.

Jobs included page layout and design, RC and film output, high-resolution drum scanning, photo manipulation and color correction, loose color proofing, CD organization and specialized dual-platform burning, CD technical support for electronics retailers, maintenance of the CD archiving system, maintenance of processors and imagesetters, and general network troubleshooting.

Ongoing projects included production employee training and evaluation, new technology research, development of the Production department procedures manual and development of new traffic strategies.

### **Camera World, Advertising Department Manager, Portland, OR (9/94 to 12/95)** –

Responsibilities included general management of the two-person advertising department plus freelancers, layout and design of weekly newspaper and monthly four-color mail order ads, annual mail order catalog, bi-annual direct mail piece, in-store signage and forms. I handled all radio and TV advertising, including media purchasing and music / script approval. In addition, I developed and implemented new procedures for department processes.

**Freelance graphic design, Portland, OR (4/94 to 9/94)** – Clients included Circle AW/B-Line, Rosen-Brown Direct, Merisel International. (Los Angeles), *The Business Journal*, Groves & Associates (Los Angeles), Maria Elena Jewelry (Chicago), Market Place Design and Photogroup.

**Merisel International, Senior Publications Coordinator, Los Angeles, CA (89 to 94)** – Merisel was a global computer products distributor. There I was responsible for the timely and accurate production of six to eight publications, ranging from brochures to product catalogs. I was accountable for scheduling, editorial planning, writing and editing content, design and layout, managing freelance and temporary staff, coordination of editorial requests and art, vendor management as well as providing support for other members of the Publishing Services staff. Represented the Publishing Services department at trade shows as needed.