

Julia Balducci

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EXPERIENCE

Freelance Designer

Various, 10/22–Present

Provides creative services such as branding, digital and print graphics, web design, and photography to clients.

Brand Designer

Freshly, 03/22–10/22

Owned brand creative for organic social, product packaging, visual identity systems, and photoshoots. Supported product launches, partnerships, and quarterly campaigns through designing relevant and engaging social content. Executed a packaging refresh project by exploring, designing and refining concepts to reflect our new visual identity system. Worked cross-functionally with social, brand, and marketing teams to ensure aligned solutions between strategy and creative.

Senior Designer

Raw Generation, 09/20–03/22

Owned creative from start to finish on campaigns and product launches by leading brainstorm sessions with the creative team, presenting concepts to management, and executing on the creative. Designed digital and print assets, new product packaging, campaign and launch videos, Amazon content, landing pages, and brand guidelines. Provided briefs, shot lists and art direction to outside production companies and managed relationships to ensure work is aligned with the brand. Implemented an organized file system for the graphics department. Developed and evolved visual guidelines for design and photography. Strategized weekly marketing content.

Designer/Content Creator

Vita Coco, 05/19–07/20

Executed design requests in the creative queue including print and digital ads, social media content, and POS materials. Created all video content through motion design. Supplied monthly relatable content for all 3 sister brands. Owned photoshoots from start to finish by creating pre-production docs and shot lists, scouting models and locations, styling and art directing, photographing, and editing photos to be used on social, print and digital ads, and point of sale materials.

Designer

iLoveKickboxing, 01/17–05/19

Managed graphics department requests. Concepted and designed social content, animations, websites, merchandise, product packaging, Facebook ads, print & digital ads, and large scale window cling displays. Managed the national Instagram account and promoted posts while following a budget. Prepared social media calendar for all franchisees. Art directed and shot photos for new merch releases.

EDUCATION

Photography

School of Visual Arts, 2021–2021

Continuing Education

Art Direction

Miami Ad School, 2016–2017

Certificate Program

Business Administration, Marketing

University at Buffalo, 2011–2015

Bachelor's Degree

SKILLS

Adobe Creative Cloud

Photoshop, Illustrator, After Effects, Premiere Pro, Lightroom, InDesign, Bridge, Acrobat

Photography

Web Design/UX/UI

CSS, HTML, Figma, Adobe XD, InVision

Microsoft Office

Word, PowerPoint, Excel, Outlook

Project Management

Asana, Basecamp, Notion, Monday, Smartsheet, Workfront, Trello

Other

Klaviyo, Shopify, Squarespace