



TONY JULIEN
CREATIVE DIRECTOR

www.tonyjuliendesign.com

4740 20th Road North, Apt. 3112

Arlington VA 22207

703.459.7706 | tony@tonyjuliendesign.com

ASSOCIATION FOR TALENT DEVELOPMENT (ATD) ALEXANDRIA, VA

Creative Director

March 2015 to Present

SUMMARY

Client-centric Creative Director, Visual Storyteller and Teacher with a strong emphasis on leadership, collaboration and creating dynamic digital products across multiple media channels. Key strengths include inspiring teams of creatives in fast-paced, deadline-driven environments.

Protector of the visual brand and creative problem-solver. Team leader of high-performing creative team of designers, videographers and photographers who create 150-200 digital and print assets monthly. Help to drive executive, membership and marketing initiatives across 7 divisions including education, government, healthcare, publications and conferences within the global leader in talent development.

- Conceptualize numerous visual solutions, including conference looks, microsites, landing pages, brochures, mobile apps, signage and digital campaigns for more than 20 domestic and international conferences and meetings. Helped drive highest revenue in company's history in 2015.
- Develop a digital and content strategy for increasing video and digital content across all major channels, using various analytics engines including HootSuite, Percolate and Google Analytics. Increased video content by 50% in last year.
- Strategize with senior team leaders, marketing managers, key stakeholders and vendors to develop the overall design direction; reduced rounds of edits by 50% by developing critical digital processes that streamlines creative and marketing of products company-wide.
- Manage the project workflow and creation of print, digital and animated ads; infographics, video and motion graphics for various products including research reports, whitepapers, digital email campaigns and the ATD publications mobile app. Helped raise user views on td.org by 5%.

SOFTWARE SKILLS

Advanced Software Skills:

Adobe InDesign CC
Adobe Illustrator CC
Adobe Photoshop CC
Adobe Acrobat Professional
MAC and Windows platforms
Basecamp

Intermediate Software Skills:

Adobe Digital Publishing Suite
User-Interface Design
Drupal & WordPress CMS
Dreamweaver CC
HTML 5/CSS 3
Animate CC
Microsoft Office Suite
Percolate
ZenDesk

AMERICAN RETIREMENT ASSOCIATION (ARA) ARLINGTON, VA

Digital Art Director

December 2012 to March 2015

Designed, conceptualized and strategized creative and branding solutions with external and internal clients in the retirement, pension and financial industries.

- Lead UX and UI initiatives for all digital campaigns for membership, media, sales and education divisions. Collaborated with members, vendors and internal team as part of ARA's CMS, LMS and AMS website re-designs.
- Developed the new American Retirement Association visual identity for the national association as well as its affiliate organizations while managing an extensive re-brand from the old (ASPPA) brand.
- Created visual concepts for 16 national/regional conferences including design of all print and online collateral, signage, WordPress microsites, video and responsive HTML email campaigns.
- Designed 3 magazines for targeted audiences; while working with illustrators and printers to produce highly professional publications. Helped raise ad placements from 5 to 15 due mainly to high-end design look.

ART INSTITUTE OF WASHINGTON ARLINGTON & DULLES, VA
Department Chair, Graphic & Web Design and Photography
December 2007 to September 2012

EDUCATION

M.A. PUBLICATIONS DESIGN
UNIVERSITY OF BALTIMORE,
BALTIMORE, MD

**B.SC. COMMUNICATIONS,
MINOR: ART**

LINCOLN UNIVERSITY,
LINCOLN, PA
GRADUATED SUMMA CUM LAUDE

- Managed three departments comprising of over 400 students at two campuses with a strong focus on academic rigor, student success and teamwork.
- Managed and mentored two assistant department chairs & 40-plus faculty while collaborating with national academic directors and various internal departments.
- Oversaw a new Drupal-based advising website, which enabled seven departments to reduce their advising time by 50%.
- Developed an Honors team (Studio390) that developed design collateral for non-profit corporations, including: DC Food Bank, Ronald McDonald House Charities, Marine Corp Marathon and the St. Jude Children's Hospital.

Graphic and Web Design Faculty

May 2005 to December 2007

- Taught a wide range of graphic and web design courses with a focus on conceptual thinking, layout, typography, publication design and timeline animation.
- Worked closely with Academic Director to design and maintain high standards for layout, publications and web design courses.
- Assisted in the development of final portfolio standards for graduating Bachelors and Associates candidates.
- Advised approximately 200 Graphic Design students on future courses.

ACHIEVEMENTS

Selected to Who's Who in
American Colleges and Universities

Inducted into Alpha Chi Honor Society

Attained National Deans' List honors

Elected Track Captain of NCAA Div. III Track
team champions, Lincoln University

Earned the NFL/NFL Player's
Association Scholarship

Elected President of the International
Students Association, Lincoln University

Attained All-American Track & Field honors

Certified Youth Soccer Coach

Voted Art Institute
of Washington's
Employee of the Quarter,
for excellence in student
success initiatives.

NOVA INTERNATIONAL, INC. WASHINGTON, DC

Head of Design

October 2004 to May 2005

- Conceptualized the company-wide marketing strategy as well as created overall design of print and online marketing collateral for government agencies and embassies.
- Supervised a team of graphic designers to produce 5–10 marketing catalogs per month.
- Designed and produced weekly catalogs that showcased the company's recent installations and achievements.
- Redesigned the company's website (using php technology) which allowed clients to search for product delivery updates.

TONY JULIEN DESIGN [CONSULTANCY] ARLINGTON, VA

Founder

September 1999 to present

- Conceptualize and create graphic communication solutions for small businesses, including publication design, corporate branding and web development.
- Design and create all aspects of website design & development using HTML5/ CSS3, Drupal and WordPress technologies.
- Assist clients with public relations and marketing strategies to help them promote their businesses and work closely with printers to negotiate costs in an effort to achieve excellent final results.