

TONY JULIEN

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Creative Director

Exceptional leadership, business acumen, and artistic talent leveraged to deliver quality online marketing, digital/print designs, and website projects.

Solid success directing and launching broad range of revenue-generating projects for multiple channels. Readily translate business and client needs into effective marketing and promotional campaigns. Partner cross-functionally to build consensus between staff and partners, ensuring projects meet all milestones, deadlines, and budget requirements. Intuitively adapt to new technology and innovative processes while adhering to corporate standards and design best practices.

Areas of Emphasis

- Full Life Cycle Project Management
- Cutting-edge Digital/Print Graphic Design
- Web Usability Best Practices / UI & UX
- Posters / Brochures / Newsletters
- Targeted Online / E-mail Campaigns
- Cost Control / Budget Administration
- Comprehensive Brand Identity / Redesign
- Staff, Vendor, and Executive Relations

Professional Experience

Association for Talent Development (ATD) – Alexandria, VA
Creative Director, 3/2015 to 3/2018

Efficiently lead and administer creative and marketing initiatives and cross-functional teams in support of digital and print projects for numerous industries and endeavors, such as government, enterprise, healthcare, publications, and conferences.

Define, strategize, and produce visual elements, such as logos, signage, brochures, book art works, landing pages, microsites, mobile apps, and online marketing strategies for 20+ national and international conventions. Generate print collateral, infographics, and animated advertisements for diverse products. Direct and cooperated with designers, marketers, videographers, and photographers in development and completion of more than 150 projects per month, contributing to company growth. Reduce editing rounds 50% by streamlining efforts with effective digital solutions.

Selected Achievements:

- Expanded video and digital content across various channels with the use of Optimizely, Act-On, Hootsuite, Zendesk, and Google Analytics, boosting video marketing 50% in a year.
- Developed a campaign for a ATD conference employing Augmented Reality (AR) technology, which augmented registrations significantly and reached \$144,142 in revenues, a 930% return on investment (ROI).
- Secured enterprise memberships of over \$10,000 each by designing and launching a virtual reality/360-degree campaign targeting leaders in the Talent Development Industry (Napa Valley); colluded with marketing and sales teams to develop engaging video, photography, print, digital, and packaging solutions.
- Collaborated with design and marketing staff members to create a LinkedIn campaign selected in the top “Best of Lead Generation Forms”; increased company’s website user views 5% with compelling digital approaches.

Tony Julien Design – Arlington, VA
Creative Consultant, 9/1999 to Present

Provided graphic communications solutions for small businesses, outlining corporate branding/identity, generating graphics for publications, and developing webpages.

Interpret client needs and demands to design original, user-friendly websites with HTML5/CSS3, Drupal, and WordPress tools. Formulate strategic public relations and marketing schemes to promote brands, products, and services. Negotiate with vendors to decrease costs, saving money and bringing about better results.

Selected Achievements:

- Created a book publicity and marketing campaign to increase awareness in publication and its author and attain profits.
- Launched an aggressive email marketing campaign for SpiderSmart Inc. obtaining great responses, a 40% open rate total.

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American Retirement Association (ARA) – Arlington, VA
Digital Art Director, 12/2012 to 3/2015

Directed concepts, ideas, and strategies to generate creative and branding solutions for clientele in the retirement, pension, and financial industries.

Influenced and commanded UX and UI initiatives for digital campaigns benefitting membership, media, sales, and education divisions. Strengthened ARA and affiliations visual identity, establishing a fresh, state-of-the-art logo design. Conspired with internal team, associates, and vendors to redesign websites, enhancing visual concepts, increasing user traffic, and intensifying knowledge of affiliations.

Selected Achievements:

- Devised art concepts for three magazines in collaboration with illustrators and print services, heightening ad placements as a result of sophisticated, quality designs.
- Envisioned and developed visual ideas for print/online collateral, signage, WordPress microsites, videos, and responsive HTML email campaigns for 16 national and regional conferences; drove email open rate from 8% to 30%.

Art Institute of Washington – Arlington/Dulles, VA, 5/2005 to 9/2012
Department Chair, Graphic & Web Design and Photography, 12/2007 to 9/2012

Led and supervised three departments consisting of 400+ students at two campus locations, focusing on improving learning standards, student success, and teamwork.

Oversaw and guided two assistant department chairs and over 40 faculty members as well as forged and maintained key relationships with national academic directors and varied internal units. Effectively managed a novel Drupal advising website, facilitating efforts and processes in seven department.

Selected Achievement:

- Conceived and initiated an Honors group called Studio390, producing design collateral for non-profit organizations, including food banks, Ronald McDonald House Charities, and St. Jude Children’s Hospital.
- Selected as Employee of the Quarter for exceptional contributions regarding student success initiatives.

Graphic & Web Design Faculty, 5/2005 to 12/2007

Served as an Instructor for graphic and web design courses concentrating on conceptual thinking, typography/layout/publication design, and timeline animation.

Established and sustained design excellence and competitiveness by developing first-rate programs in collaboration with Academic Director. Concocted final portfolio standards for graduation candidates completing bachelor and associate degrees.

Selected Achievements:

- Provided essential guidance to 200 Graphic Design students, assisting them through their educational experience.

Additional experience as Adjunct Faculty at George Washington University (11/2017 to present), Head of Design at Nova International, Inc., (10/2004 to 5/2005), and Art Assistant at Wainscot Media (Former Dowden Health Media) (5/2003 to 6/2004).

Educational Background

Master of Arts in Publications Design

University of Baltimore, Baltimore, MD

Bachelor of Science in Mass Communications, Minor in Art – Summa Cum Laude

Lincoln University, Lincoln, PA

Technical Proficiency

Environments:

Mac OS, Windows OS

Software/Tools:

Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Dreamweaver, After Effects, Acrobat); Sketch, InVision, Craft; Microsoft Office Suite; Basecamp; WordPress; HTML; CSS; Adobe DPS