

Julie Connor

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Portfolio available at: julieconnordesign.com • References available upon request

Specialty Catalog Corp. • West Bridgewater, MA

Specialty Catalog Corp. is a multi-channel direct marketing business serving women's hair fashion, medical hair loss and apparel markets and providing continuing education for nursing professionals.

Senior Art Director • June 2002-September 2008

Art Director • December 1998-June 2002

- Executed complete creative vision for a new catalog division titled *Hair Diva*
 - Conducted market research including focus groups to grasp better understanding of younger African-American market
- Initiated new creative/business idea for cultivating the Latino market
- Participated in strategic initiative committees to generate new ideas and better processes within the business
- Started national hair stylist panel to provide merchandising with professional guidance for product selection
- Revamped complete identity of African-American fashion wig and apparel mail catalog division *Especially Yours*
- Executed creative vision and design
- Maintained overall creative and conceptual consistency for the *Especially Yours* brand
- Improved marketing and aesthetic value of targeted design in conjunction with copywriters, merchants and marketers
- Managed production and copy persons under team structure
- Presented all concept and layout to all senior management and Board of Directors
- Managed all job details through every production stage under tight deadlines in fast-paced environment and marked up and approved all final proofs
- Maintained open communication with vendors to meet strict deadlines
- Worked with outside vendors for all color proofing
- Created packaging, logos, collateral materials and all peripheral materials as needed
- Complete photoshoot experience
 - Directed model castings in Boston, New York and Los Angeles
 - Set up test shoots with several photographers
 - Chose and booked all talent, including models, hair stylists, product stylists, wardrobe, make-up and photographers
 - Chose and booked all locations and studios
 - Responsible for all shot lists
 - Responsible for photography budget
 - Packed and managed all the product in conjunction with a merchandiser
 - Responsible for all product information
 - Art directed and managed crews of up to fifteen people
 - Responsible for photo editing – both traditional film and digital
 - Involved in color proofing and mark-ups

“...in my many years of shooting, Julie is unmatched in her ability to produce and direct. She keeps the crew motivated and focused while maintaining a great sense of humor. She is literally the most organized person I have ever worked with and a pleasure to be with.

On the creative side, she is always pushing her limits while clearly understanding her market. She always delivers the needed solution while providing an alternative above and beyond the norm. In doing so she keeps everyone excited and willing to add that little extra effort...”

– Charles Bush, Bush Photography, Los Angeles CA

Assistant Art Director • February 1997-December 1998

Graphic Designer • August 1996-February 1997

- Assisted in developing creative concepts for four catalog titles
- Designed logos, packaging and collateral materials
- Carried out complete production of all jobs

Production Artist • March 1995-August 1996

- Prepared 2/C collateral and 4/C 20-48 page catalogs for printer
- Executed layout of all catalog pages including images and copy using server, network based environment
- Assisted art directors with any Illustrator or Photoshop work

Freelance Experience

SEMASS Construction

Wrentham, MA • July 2010

- Business card design

Lorenzo's Italian Restaurant

Middleboro, MA • June 2010

- 60th Anniversary logo design

Checkpoint Systems

International • February 2010 to present

- Contract Graphic Designer
- Apparel labeling for TJX

Western Schools

West Bridgewater, MA • February 2009 to present

- Desktop publishing for Continuing Nurses Education
- Formatting of one to sixteen chapter books
- Extensive use of style sheets

"Julie's knowledge of print processes, catalog production/photography, color, and design round her out as a complete package in the skills she offers as a great graphic designer. I find her consistently professional and personable in every aspect of the work she has provided me. I enjoy working with her and consider her a valuable resource."

*– Diane Thornton, Inventory Manager/
Electronic Production, Western Schools*

Simple Wizardry • Bridgewater, MA • July 2009

- Logo design for Witco Construction and Chuck Wilson Carpentry
- Business card and logo design for Healing Hands and Work Safe

Doctor Mongo • Providence, RI • May 2009

- Logo and business card design for local band

Luka B Signs • Taunton, MA • May 2009

- Graphic design services for signs, logos and t-shirts

Time & Thyme Again • Bristol, RI • May 2009

- Website design and implementation:
Timeandthymeagainshop.com

LX Studios • Hanover, MA • February 2009

- Website design and implementation:
Buttonribbons.com

Wordsmith Copywriting • South Hadley, MA • December 2008

- Website design and implementation:
Wordsmithcopywriting.com

Specialty Catalog • West Bridgewater, MA • December 2008

- Design and layout of business to business catalog

The Village School • Royalston, MA • November 2008

- Logo and illustration services

"Julie produced great graphic work for The Village School. She took an old logo and reworked it beautifully, taking into account all of our input. She designed a second, new logo and accommodated all of our ideas and suggestions. Her work is simple and elegant, and represents the school spirit perfectly."

– Rise Richardson, Director The Village School

Claricode, Inc. • Waltham, MA • September 2008

- Marketing collateral design for medical software company

Leitch Landscaping & Construction • Taunton, MA • August 2008

- Logo design and business card layout

Priority Management • Rochester, MA • November 2005

- Brochure and logo development for property management company

Marcia Fernandes Fund • Brockton, MA • December 2005

- Logo and collateral materials for non-profit charitable fund

George Carchia & Sons • Scituate, MA • December 2005

- Logo design and collateral materials for carpentry business

Rainbow Tribe • Boston, MA • June 2002

- Logo design and brochure materials for dance group

First Place Staffing • Waltham, MA • June 2002

- Logo development for placement agency

The Crow's Loft • Woonsocket, RI • December 2000

- Created and produced direct mail order catalog

Pharmasol • Easton, MA • July 2000

- Logo development for beauty product line

Timothy Patrick Associates • Hull, MA • January 2000

- Developed collateral materials for law firm

Gelig Flower Studio • Norwell, MA • July 1999

- Logo development for upscale flower studio

AdCup • Hull, MA • April 1999

- Created and produced media kit for start-up business

Communications & Design Management

Providence, RI • September 1994-February 1995

- Designed and produced brochures, collateral, annual reports, stationary and newspaper ads

Im-Aj Communications & Design

Warwick, RI • October 1995-February 1995

- Desktop publishing for Rhode Island and Miriam Hospital and Brown University

Articulations • Westport, MA • January 1994-July 1994

- Developed food packaging and collateral materials

Education: BFA Visual Design • UMASS Dartmouth 1994 • Cum Laude

Computer Skills: Quark XPress, InDesign, Illustrator, Photoshop, MS Word, MS Excel, Dreamweaver, CorelDraw, Working knowledge of HTML