

JULIE SMETANA

GRAPHIC DESIGNER

she/her/hers

OBJECTIVE

I am a detail-oriented, multidisciplinary graphic designer with a knack for thinking outside the box and a passion for solving problems. I desire to put my skills to work at an organization where I can work with inspiring people on projects that make a positive impact.

WORK EXPERIENCE

SEPTEMBER 2023 - PRESENT

ADJUNCT PROFESSOR, GRAPHIC DESIGN

Spokane Falls Community College | Spokane, WA

- Delivered an engaging fall course to 35 graphic design students, emphasizing the vital role of drawing in design
- Offered practical techniques and strategies to enhance student's drawing skills and incorporate drawing into the design process, resulting in measurable improvements in artwork, efficiency and final design outputs

NOVEMBER 2021 - PRESENT

OWNER, FREELANCE GRAPHIC DESIGNER

Chips & Jam Studios | Spokane, WA

- Developed innovative and engaging design solutions for 13 clients, encompassing web design, branding, print design, presentation design, illustration, and social media campaigns
- Helped a global software company, Sitetracker, push their new branding forward into a [evolutionary system](#) that fit their complex needs
- Managed all client interactions involving networking, sales, proposal/contract development, project implementation, vendor coordination, billing, and hand-off; achieving exceptional client satisfaction

MAY 2022 - JULY 2023

GRAPHIC DESIGNER (REMOTE)

SNP Communications | San Francisco, CA

- Specialized in presentation, HTML email, and social media design for 3 high-profile clients: Oracle, Microsoft, and Stripe
- Collaborated with 8 team members to deliver large projects quickly and efficiently
- Conceptualized and produced illustration projects, presentations, editorial layouts, and social media graphics for client coaching sessions and internal SNP initiatives

JUNE 2015 - NOVEMBER 2021

ART DIRECTOR

Desautel Hege Communications (DH) | Spokane, WA

- Developed award-winning, tailored solutions for a diverse set of clients from the following sectors: health care, consumer brands, government, non-profit, and education
- Worked with design and account teams in leading visual strategy and design deliverables for large, statewide social change marketing and advocacy campaigns
- Coordinated projects with vendors, consultants, contract designers, copywriters, and developers

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Spokane, WA



Portfolio

jsmetanart.com/design

EDUCATION

M.F.A Studio Art

Memphis College of Art

B.A. Fine Art

Gonzaga University

SKILLS

- Graphic design
- Digital design
- Print design
- Brand design
- Presentation design
- Web design
- Illustration
- Typography
- Design systems
- Motion graphics
- Front-end development
- Art Direction
- Creative strategy

TECHNICAL SKILLS

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD, After Effects, Premiere)
- Figma
- HTML5/CSS
- Content Management Systems (WordPress, Drupal, Joomla)
- Email Marketing Platforms (Mailchimp, Constant Contact)
- Microsoft Office (PowerPoint, Word, Sharepoint)
- Google Workspace (Slides, Docs, Drive)
- Facebook, Instagram, LinkedIn

OTHER

Spokane Public Library

The Hive Artist-in-Residence

FALL 2022 - SPRING 2023

- Mentored junior designers and trained team members on CMS and software systems such as WordPress, Drupal, PowerPoint, and Adobe XD
- Led an award-winning redesign of DH's [website](#), including the addition of a brand illustration system, increasing website traffic and interaction by 200%
- Led strategy and design of a large, multi-year state-wide [opioid-prevention campaign](#)
- Designed 15+ websites/landing pages, 10+ digital ad campaigns, 8+ new logos/brand identities, 35+ print pieces, 10+ storyboards/animation projects, 20+ ad campaigns, 50+ presentation decks

MAY 2015 - DECEMBER 2019

ADJUNCT PROFESSOR, ART

Gonzaga University | Spokane, WA

- Taught drawing courses to 200+ undergraduate student over the course of 10 semesters, covering topics such as composition, shading techniques, depth and contrast, 2D and 3D perspectives
- Taught 2 printmaking courses to 10 art majors, specializing in etching, relief, and screen printing techniques

JULY 2011 - JUNE 2015

SENIOR GRAPHIC DESIGNER

etailz, Inc. | Spokane, WA

- Established and led the start-up company's design department, growing the team to a 5 member unit in 4 years
- Promoted a range of eco-friendly retailers and products across the beauty, cleaning, toy and food industries
- Orchestrated email marketing campaigns, resulting in a 30% increase, on average, for the company's client base
- Revamped etailz's brand and website design, optimizing user experience and increasing page views by 250%
- Designed a software interface for etailz's first saas solution, Perispect, focused on cultivating a simple and intuitive user experience
- Led 10 logo and branding initiatives, creating a cohesive family of brands that resonated with the target audience
- Created impactful digital and social media ad campaigns for over 20 customers

Urban Art Co-op

Member/Volunteer

SUMMER 2020 - PRESENT

AAF Collective Campout

Sculpture Workshop Facilitator

SUMMER 2016

Kid's Art Teacher

Hutton Settlement

WINTER 2016

AAF Spokane

Student Portfolio Reviewer

FALL 2015

AWARDS

ADDY Awards (2 golds)

American Advertising Awards

SPRING 2020

ADDY Awards (2 silvers)

American Advertising Awards

SPRING 2019

Spark Awards (2 golds, 2 silver)

Spokane MARCOM Association

FALL 2017

Spark Awards (2 golds, best of show)

Spokane MARCOM Association

FALL 2017

MFA Senior Excellence Award

Memphis College of Art

SPRING 2011

Senior Art Excellence Award

Gonzaga University

SPRING 2008

