

Julia Smith

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Designer, photographer and front-end web developer with a talent for innovation and standing out in a crowd. Experienced with multimedia in both digital and traditional forms of art, with a thorough understanding of post-production software and the skills to ensure the final product looks its best in a timely manner.

SKILLS

Graphic design, front-end web development (HTML5, CSS, JavaScript), Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, Lightroom), CMS (Wordpress, Shopify, Wix), design tools (Adobe Express, Canva, Figma), file handling, branding, typography, photography and videography, editing and retouching, customer service, social media management, content creation, digital and traditional illustration

EXPERIENCE

Head of Graphic Design

Jan 2025 - Present

the agenda. Events, Los Angeles, CA

Graphic Designer, Remote out of Richmond, VA

- Graphic designer specializing in event flyers, merch design and product mock-ups, as well as brainstorming ideas for advertisements and marketing campaigns resulting in consistent sold-out events
- Provides editing and retouching for existing designs and vector art in Adobe Creative Suite

Commissioned Artist/Designer

Aug 2017 - Present

Self-employed, Richmond, VA

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- Creator of original artwork commissioned via the internet and word of mouth, which includes front-end web design and graphic design for private clients (such as PlaceWorkFolk Records) as well as digital and traditional illustration

Photographer

May 2022 - Present

Independent Contractor, Richmond, VA

Independent Contractor, Remote & in Richmond, VA

- Freelance photographer specializing in product photography, serving private clients in the Richmond area and remotely (such as Queen of Clubs Jewelry and Marilei Jewelry)
- Provides digital photo and video editing, retouching, and file handling in Adobe Creative Suite

Café Staff

Feb 2023 - Jan 2025

Virginia Museum of Fine Arts, Richmond, VA

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- Supports guest services by offering visitors guidance on menu and museum activities, maintaining cleanliness, and processing front of house transactions
- Collaborates with teammates during special events to maintain consistent quality of customer service and smooth operations
- Attends pre-event meetings to discuss methods to ensure guest satisfaction

Digital Marketing Intern

Oct 2020 - Jan 2023

Shobami Foods, Remote

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- Acted as Instagram social media manager, product photographer, videographer, and retoucher/editor
- Collaborated with design team on product labels, website layouts, and Instagram graphic elements
- Utilized Adobe Suite, Canva and Sprout Social to establish strong brand standards, schedule social media posts, and workshop graphics for large marketing projects
- Incorporated website design into Shopify and maintained online shopfront

Video Production Manager / Social Media Intern

Sep 2018 - Mar 2021

The Black Sheep Marketing, Richmond, VA

The Black Sheep Marketing, Richmond, VA

- Managed a team responsible for all on-site marketing interview videos
- Responsibilities included filming, sound & video recording and editing, video directing, and scriptwriting. Conceptualized video and art direction in department meetings
- Held positions as a content creator and social media coordinator for the branch's Twitter and Instagram accounts, and as a social media manager in 2019

EDUCATION

Bachelor of Fine Arts (B.F.A.) - Photography and Film

Aug 2017 - May 2021

Virginia Commonwealth University, Richmond, VA