

Julia Hummel

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Education

School of Visual Arts

New York, New York

Master of Fine Arts - MFA Design

2020 - 2022

Honors: AIGA Fresh Grad Series - Thesis Selection

Alberta University of the Arts

Calgary, Alberta, Canada

School of Visual Communications Design

Bachelor of Design (BDes) - Advertising and Graphic Design

Honors: Jason Lang Scholarship

Experience

Playworkgroup Agency

New York, New York

Senior Designer & Copywriter

June 2022 - Present

- Clients: J.P. Morgan Chase & Co. and Pattern Beauty by Tracee Ellis Ross
- Conceptualize and implement visual design strategies and creative copywriting solutions for global marketing campaigns.
- Expertise in industry standard design software Figma, Midjourney and Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro, After Effects)
- Proficiency in emerging design AI technologies (Midjourney, Runway, Modyfi, Flair, Fable Prism)
- Working with diverse teams B2B, collaborating cross-functionally to uphold brand visuals while expanding brand narratives.
- Leading a full-scale internal rebrand of playworkgroup studio, including the creation of an extensive digital archive, website and social strategy.
- Working across medium and discipline, from digital to print to web.

Run With Wolves Production

(Playworkgroup in-house production company)

New York, New York

Designer & Video Editor

June 2022 - Present

- Editing commercial production videography from Pattern Beauty by Tracee Ellis Ross and J.P. Morgan Chase & Co.
- Editing internal content such as reels and promotional narrative films.
- Conceptualizing and developing a comprehensive website to promote the production studio as having separate and unique capabilities from playworkgroup.

CUNY - Queens College

Queens, New York City, New York

Adjunct Assistant Professor, Art Department

August 2022 - Present

- Developing rigorous course curriculums to teach students creative design fundamentals such as best software practices, design ethics, conceptual thinking, pre and post-production design best practices and critical visual analysis.

- Evaluating student work according to adherence to the creative briefs written and provided for each assignment.
- Mentoring students and guiding them through complex project briefs from concept to execution.
- Providing feedback, precise direction and structured, constructive criticism of student work in a timely fashion, helping to select and guide the development and production of strong visual creative design within a set deadline.
- Adapting to student needs, accommodating or modifying course content where needed in compliance with the ADA.

Déluge Fragrances

New York, New York

Principal Designer

September 2020 - May 2022

- Responsible for the holistic creative direction, vision, development and brand strategy from initial concept development to visual design, art direction, packaging design, video editing and direction, conceptual storytelling, motion graphics, copy, product design, production and photography.
- Meeting with external and internal stakeholders, clients and industry peers and professionals to confidently pitch and present creative direction and concepts.
- Selecting and retouching brand images from photoshoots, as well as selecting and thoughtfully curating archival imagery.
- Expert level use of Adobe Creative Suite (Illustrator, Photoshop, Indesign, Premiere Pro, After Effects, Figma)
- UX/UI design, conducting design research and user testing.
- Exceptional knowledge of the process of perfuming, leveraging scent as a creative tool, bringing creative imagery to life by the addition of building extra sensory experiences into the brand strategy.
- Working collaboratively and seeking critique to refine brand visual sensibility, develop and adhere to clear, strong brand guidelines.

A24 Films

New York, New York

Designer

May 2021 - September 2021

- Conceptualizing and designing creative marketing assets for the large scale global cinematic releases of Zola, The Green Knight and Lamb.
- Selecting striking images from film stills to retouch and color correct for use in social and out of home campaigns.
- Developing motion graphics and video concepts from sketch to storyboard to final product, owning content to deliver a decisive creative vision under tight and shifting deadlines.

School of Visual Arts - Steven Heller

New York, New York

Design Research Assistant

August 2021 - January 2022

- Selected by SVA MFA Design Co-Chair and Art Director Steven Heller to assist in pre-production research for a focused editorial project.
- Selecting relevant images and research to present while upholding an excellent standard of quality and attention to detail.
- Maintaining a strong sense of professional respect and discretion when dealing with confidential material.

Evans Hunt Agency

Calgary, Alberta, Canada

Design and Copywriting Intern
May 2019 - September 2019

- Clients: Swoop Airlines, People's Choice Beef Jerky, Pursuit and the Calgary Urban Project Society.
- Creating print, digital and video assets in a fast paced, commercial advertising agency environment.
- Working closely with Art and Creative Directors to concept development at a high level for local and international campaigns
- Production tasks such as creating shot lists, mood boards, storyboards and speculative design drafts.

Leadership & Relevant Volunteer Activities

SVA MFA Design

New York, New York

Thesis Committee Panelist

April 4, 2024

- Giving constructive feedback to current SVA MFA Design students on their thesis projects and research.

Skills & Additional Information

Technical: Mastery of Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro) Figma, Final Cut Pro, Video Editing, Photography, Photo Editing, Photo Retouching, Copywriting, Art Direction, Creative Strategy, Social Media Strategy

- Fully Vaccinated and Boosted against Covid-19.
- Conversational French, written and spoken.
- Willing to travel as needed.
- A strong sense of professional ethics, respect and community.
- Friendly, enthusiastic, confident and adaptable to workplace and brand culture.
- Advanced problem-solving and communication skills.
- Detail oriented, curious and eager to collaborate and continue to learn.