

# Julie Taylor Fitzgerald

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## TECHNICAL SKILLS

Proficiency with graphic design software including:

- **Adobe Creative Suite - InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver**
- **QuarkXPress**
- **Extensis Portfolio**
- **Microsoft Office – Word, Excel, PowerPoint**
- **Photography**

## PROFESSIONAL EXPERIENCE

juliefitz:design, Duluth, GA

### **Freelance Graphic Design Professional** (2008–Present)

- **Graphic design, production art and website content management** for a variety of clients including Walmart, Home Depot, ACA Digital Recording, Powerderandbulk.com, American Hydrangea Society.

AMERICAN 3B SCIENTIFIC, Tucker GA

### **Marketing Graphics Specialist** (2010–2012)

- **Layout and production of multiple merchandise catalogs** ranging from 12 to 240 pages.
- **Manage a large image database** for print and web including formatting and web uploads.
- Assist with product photography including color correction and clipping paths.
- Provide graphics support for marketing and sales team.

COMMUNICORP INC., *a subsidiary of Aflac, Inc.*, Atlanta, GA (1994–2008)

### **Creative Consultant/Designer** (2002–2008)

- **Designed and produced marketing, sales collateral, catalogs and publications** for clients including Aflac, Ritz-Carlton, InterContinental Hotels Group, Porsche, GaMPI, Rolta, Kennesaw State University.
- **Managed web-based Ritz-Carlton Digital Asset Library** (5,000+ images) including art direction of image retouching, user training, end-user-level troubleshooting and liaison with IT support.
- **Created and maintained The Ritz-Carlton logo brand standards** as The Ritz-Carlton brand grew from 30 properties to more than 70 properties.
- **Created html email blasts** for Communicorp merchandise events and web specials.
- **Updated Content** on Communicorp website.
- **Researched and hired external vendors** including writers, designers, IT support, photographers, illustrators.

### **Mac Systems Manager/Designer** (1996–2002)

- **Designed and produced marketing, sales collateral, catalogs** for clients such as Aflac, Camberley Hotels, Post Properties, ISS, University of Georgia, The Ritz-Carlton Hotel Company,.
- **Oversaw in-house Mac network**, researched and purchased software and equipment.
- **Trained design staff** in computer system procedures.
- **Liaison with technical consultants** and vendors.

### **Designer, Communicorp Education Group** (1994–1996)

- **Designed and produced marketing/recruitment projects**, including art direction of photography, for Manchester College, Church of the Brethren and Holy Cross School, among others.

## EDUCATION

Florida State University, B.A.

Fairfield University, Graphics Certificate

School of Visual Arts, Print Production/Computer Graphics