

JULIA TYLOR_

EDUCATION_

MASTER OF MASS COMMUNICATION & BACHELOR OF JOURNALISM

MAY 2013

Arizona State University
Walter Cronkite School of Journalism
and Mass Communication
Summa Cum Laude

SKILLS_

TOOLS & PLATFORMS

Adobe Creative Suite
Sketch
Figma
Wordpress
Squarespace
Ceros
Miro
Typeform
Sharepoint
Jira
Github
Basecamp

CODE

HTML
CSS
Javascript (working knowledge)

CONNECT_

juliatylor.com
jatytor@gmail.com
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RELEVANT EXPERIENCE_

ART DIRECTOR

Throughline, Inc.

SEPTEMBER 2020 — PRESENT

- Oversee staff of creative professionals.
- Translate the needs of clients to design team and ensure expectations are met.
- Partner with cross-functional leaders to conduct ongoing cost/benefit analysis, determining how the studio can increasingly support the company's growth objectives.
- Develop resource plans and prioritize work across multiple types of creative assignments, from straightforward requests to more complex, multi-month projects.
- Implement processes and tools that increase the studio's efficiency and ability to deliver exceptional creative solutions.

MANAGER, DIGITAL CONTENT

Society for Human Resource Management

DECEMBER 2019 — SEPTEMBER 2020

- Managed textual and multimedia editorial content across SHRM's digital platforms.
- Supervised a team of editors who created members-only tools and samples.
- Created multimedia features to accompany editorial content across multiple channels.
- Implemented digital initiatives that increased traffic through targeted interactive content.

DESIGN SPECIALIST

Society for Human Resource Management

NOVEMBER 2016 — DECEMBER 2019

- Standardized data visualization graphics across SHRM's departments and products.
- Art directed and designed feature articles for *HR Magazine*.
- Built interactive graphics and videos in collaboration with the editorial department.
- Created print and digital collateral for SHRM products, conferences and campaigns.

SENIOR WEB DESIGNER

Government Executive Media Group

DECEMBER 2015 — NOVEMBER 2016

- Created custom digital products for clients, including websites, infographics and ads.
- Designed promotional campaign materials and email newsletter templates.
- Collaborated with the web development team on strategic redesign elements and new features to continually improve UX across the organization's four websites.

DIGITAL DESIGNER

National Journal Group, Inc.

MARCH 2014 — DECEMBER 2015

- Executed the responsive redesign of nationaljournal.com.
- Assisted with front-end development work as part of the site redesign.
- Produced digital advertising creative for clients and internal stakeholders.