

# julie edison

UX/UI & GRAPHIC DESIGNER

## 01 BIOGRAPHY

I'm currently a graphic designer at Mark's head office here in Calgary. I've been there for over a year now as part of their in-house design team with my work focusing on point of sales signage, digital marketing, email marketing, and branding. While I also have experience in video editing and animation, I have a formal background in UI design from my Bachelor of Communication specializing in Information Design at Mount Royal University.

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## 02 EXPERIENCE

### GRAPHIC DESIGNER

MARK'S | 2017 - PRESENT

As part of the in-house design team, I work closely with a cross-functional team to help define best-in-class user experiences and participate in the planning process for new campaigns.

I was fortunate to help in the recent rebrand to bring Mark's to a more modern customer while promoting the pride of its industrial heritage and was also the recipient of PR Daily's email marketing award for our recent work in doubling our email revenue in the last year while lowering unsubscribe rates.

### GRAPHIC & UX/UI DESIGNER

STORM DIVISION | 2014 - 2017

As the sole designer of this tech and marketing company I handled multiple projects in an agile, fast-paced environment and gained experience in UI/UX, print, brand and digital ad design. I worked closely with my development team to help

create immersive digital experiences and was the lead on over 20 websites, creating wireframes and high-fidelity mock ups to effectively communicate design strategies and interaction behaviours.

### INFORMATION DESIGNER

MOUNT ROYAL UNIVERSITY | 2013 - 2014

Working for the Department of Continuing Education, I worked on the content, design and coding of several online courses, including the design and implementation of 3 online education games.

### UX/UI & GRAPHIC DESIGNER

FREELANCE | 2011 - PRESENT

Through my freelancing work I've had the opportunity to work with several YYC startup companies on logos, print materials, websites, and branding guides.

## 03 EDUCATION

### BACHELOR OF COMMUNICATION

MOUNT ROYAL UNIVERSITY | 2010 - 2014

Graduated with a specialization in Information Design and was a seven time Dean's List Recipient

## 04 SKILL LEVEL

