

julie dalton

ABOUT

Name Julie Dalton

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EDUCATION

MA Digital Arts and Humanities

University College Cork

2016 - 2017

GPA 3.6

BA (Hons) Visual Communications

Limerick School of Art & Design

2011 - 2015

GPA 3.3

SUMMARY

Graphic designer with a focus in social media. 5 years of experience worked in start-up, in-house and freelance environments. Graduated with a BA in Visual Communications and MA in Digital Arts & Humanities. Always looking to learn, explore and expand creativity within design, technology and culture realms.

EXPERIENCE

Wavebreak Media, Graphic Designer

Cork, Ireland, Sep 2019 +

Designing and alpha-testing creative content for the Adobe app Photoshop Express.

Nickelodeon, Designer for Social Media

New York, Sep 2018 - June 2019

Designer for the social media team, finding creative and culturally relevant solutions for content across all platforms while working within a diverse set of show properties and styles.

Created engaging and humor driven content for individual shows, the Nick brand and premiere events ([Kid's Choice Awards](#)).

Art directing, photographing and post-editing franchise retail toy and product shoots ([Spongebob](#), [TMNT](#), [Rugrats](#)).

Central Statistics Office, Graphic Designer

Cork, Ireland, Sep 2017 - Apr 2018

Used design to solve problems in statistical data communication through considered analysis and insights to create future processes and standards for the entire company.

Evaluated internal design practices and identified areas to improve company's quality, efficiency and profitability.

Implemented and rolled out new branding to entirety of company while incorporating new design initiatives to capacitate brand guidelines.

Freelance, Designer / Social Media Management

Ireland, Jan 2016 - Sep 2017

High turnover of branding and logo creation for local businesses establishing strong relationships, regular clients and consecutive successful opportunities.

Maximized brands through management of social media accounts, creating compelling branded content and community based engagement resulting in recognition from the Cork Digital Media Awards.

Instamedia, Graphic Designer

Stellar Magazine, Design Intern / Fashion Assistant

TOOLS & ACHIEVEMENTS

Adobe Creative Suite; Photoshop, Illustrator, InDesign, After Effects. DSLR camera. CMS; Wordpress, Squarespace. Social media management software, Google Suite, Microsoft Office.

Finalist 'Best Use of Instagram' Cork Digital Media Awards 2018. Highly Commended (Animation) IDI Graduate Design Awards. Speaker for UCC's Entrepreneurial and Social Society on the 'Importance of Branding for Start-Ups'. Editor, writer and volunteer for S.H.A.R.E charity executive committee in 2010.