

JULIA LUND

Designer / Consultant

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Professional Objective

To obtain freelance work which will allow the opportunity to make meaningful contributions to businesses and organizations while advancing personal skills, experience and knowledge. Emphasis: Product Design, Graphic Design, Design Consulting, Creative Direction, Packaging Design and Layout, Instructional Design, Digital Photography and Retouching.

Professional Experience

Think About It Design Studio, Astoria, NY (July 2008 - Present)

Owner / Designer / Consultant

- Owns and operates design studio which offers the following services: Product Design, Graphic Design, Design Consulting, Creative Direction, Packaging Design and Layout, Point of Purchase Display Design and Layout, Instructional Design, Digital Photography and Retouching, Interactive Media, Branding and Identity, Modeling and Prototyping, Illustration, Video and Audio Editing, Website Design, Fashion and Apparel, and Animation.

M.Z. Berger & Company, Long Island City, NY (May 2003 - July 2008)

Creative Director/Clock Division (March 2005 - July 2008)

- Responsible for and Oversaw all Creative Direction and Product Management for Licensed, Sharp, Waltham and non-branded clock product and packaging from concept to completion.
- Main Contact for all vendors and licensors regarding Creative and Product.
- Managed all Creative Staff (New York and Hong Kong locations).
- Worked on location in the Orient several times yearly with suppliers.
- Involved with sourcing product and materials in the Orient.
- Oversaw all new product development.
- Researched new products, product enhancements, and product redesigns.
- Evaluated the potential and practicality of products in development.
- Accomplishments:
 - Items Developed were Placed at: Aldi, Avon, Bed, Bath and Beyond, Claires, Circuit City, CVS, Dollar General, Home Shopping Network, Hot Topic, KB Toys, Kmart, Kohls, LTD/ABC, Meijer, Mervyns, Nick.com, Office Depot, Office Max, Publishers Clearing House, Sam's Club, Sears, Shopko, Target, Toys 'R' Us, Walgreens, and Wal-Mart (US & CA).
 - Expanded all clock lines and was instrumental in helping to break into many retail accounts.
 - Introduced many new items, features and functions to all clock lines.
 - Launched Home Decor Wall Clock Line.
 - Acquired and trained all members of the Creative department.

Associate Product Manager/Clock Division (August 2004 - March 2005)

- Assisted in all areas of product management for licensed clocks.
- Graphic Design (conceptual, packaging, and promotional).
- Assisted with general departmental management.

Graphic Designer/Clock Division (May 2003 - August 2004)

- Conceptual, packaging, and promotional design for clocks of more than 25 various licensed properties; non-licensed; and decorative clocks.

Toy Island, New York, NY (June 2005 - September 2005)

Freelance Product Designer

- Designed various licensed toy and home-decor related items.
- Items Shown to: Kmart, Target, Wal-Mart

MTV, New York, NY (February 2005)

Freelance Model Maker

- Constructed a model of a personified "N" for an animated short.

Feed the Fire Productions, Brooklyn, NY (February 2002 - July 2002)

Freelance Graphic Designer

- Designed promotional and saleable posters for Alix Olson's (Spoken Word Artist) 2002 Summer Tour.

Education

Pratt Institute, Brooklyn, NY

BFA in Computer Graphics - May 2003 (3.7 GPA)

Concentration in Interactive Media

Minor in Art History

Pratt Circle Award for Academic Achievement - May 2003

President's List - 2000, 2001, 2002, 2003.

Dean's List - 1999, 2000, 2002.

Image Processing: Photoshop CS3, Illustrator CS3

Interactive/Web Design: Director, Flash CS3, Dreamweaver CS3.

Programming: Lingo, HTML.

Electronic Page Layout: InDesign CS3, QuarkXpress, MS Word, MS Excel, AppleWorks.

Motion Graphics Editing: Final Cut Pro, Premiere, Media 100, iMovie.

Audio Editing: SoundEdit, Peak, Deck.

Affiliations

AIGA, AIGA NY, Freelancers Union

Other Experience

Well Organized, Multi-Task Oriented, Able to Communicate in a Clear and Concise Manner, Working on location with vendors and designers in the Orient, Enthusiastic Team Member, Proficient with Apple and PC Computers, Flow Charting, Story Boarding.

References Furnished upon request.