

# Julie Anne DiSalvio

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## Summary

As an Illustrator I have a passion for creating self-published books, stickers, and other products to market on social media platforms such as Instagram, Twitter, and Instagram Reels. I'm looking for a creative job position in graphic design, visual design, or other jobs in the creative field to further my career. I have over 4 years of experience when it comes to working with clients on their commissions. I often use Adobe programs such as Photo Shop, Illustrator, and InDesign to create digital and print promotional materials such as flyers, posters, and brochures. My experience of over 8 years in customer service allows me to understand my clients' needs and vision for their brand. My goal is to get a job in the creative job market to expand my skills as an Illustrator.

## Education

Lesley University, Cambridge, MA

- Bachelor of Fine Art in Illustration, Minor in Visual Narrative, May 2022

Oberlin University, Tokyo, Japan

- Study Abroad Student for AFS, Japanese Language Studies, 2017-2018

## Technical Skills

- Experienced in InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Adobe Fresco, Adobe Acrobat, Procreate, Wix, Microsoft Office, macOS, Square, Microsoft Office, Stable Diffusion, A.I Prompts.

## Experience

Illustrator/ Graphic Designer (January 2023) Marshfield, MA

Star Market

- Marketed produce products to a variety of customers in order to drive sales and profit margins.
- Collaborating with clientele on poster design and satisfaction to ensure the design fitted with store brand.
- Paid attention to trends and products attraction to customers to develop the marketing design of the poster.

Illustrator/ Graphic Designer (October 2022) Marshfield, MA

Star Market

- Developed creative visual graphics and promotional material to grab attention of customers for product advertising using graphic design skills.
- Discussing and pitching creative ideas with professional clientele on specifications for visual design to stay within the company's brand identity.
- Listen to clientele on requests or adjustments of the design visuals to ensure customer satisfaction.

## Freelance Illustrator (July - August 2022) Remote

### Pandemic Prevention Illustrations

- Development of promotional flyers advertising Covid-19 prevention using Procreate and Adobe Acrobat.
- Partnered with client to define scope of work and project requirements. Established timeline for completion to meet deadlines.
- Established regular communication cadence while drafting design iterations to ensure 100% client satisfaction.

## Social Media Content Creator (March-August 2022) Remote

### *Randall is in the Wreckage* Instagram

- Used Design software such as Illustrator, InDesign, and Photoshop to create social media graphics to promote on social media platforms such as Instagram.
- Researched visual trends and solutions to understand audience engagement. Resulted in increased audience engagement by 245% utilizing Instagram Reels
- Brainstormed, conceptualized, and executed a range of creative content including static assets, video and animation using Adobe programs such as Premiere.

## Vendor/Manager (August 2022) MA

### Boston Fan Expo

- Produced promotional materials such as business cards, flyers, stickers, comic books, and QR codes using Illustrator, InDesign, and Photoshop.
- In one weekend, through applications such as Square, entered data, provided invoices, emails, and processed payments for the sale of nearly 70 of my own personal comic books.
- Self-promoted products using skills in ad designs, packaging design, and social media platforms such as Instagram.
- Planned, managed, and organized an artist table to sell comics, stickers, graphic novels, and posters made with digital applications such as the Adobe Creative Suite.

## Vendor/Manager (April 2022)

### Boston Wicked Comic Con

- Produced and sold out over 30 graphic novels of my own self-published comic book series from pitching strong selling points to customers.
- Multitask inventory management through Square application. Allowed easy managing of customer purchases, payments, and invoices.
- Design the creative development of self-created products and promotional materials for print and digital media. Using graphic design and visual design skills, promotional materials included comics, posters, and business cards.

## Illustrator/Brand Manager (July 2021-April 2022) Remote

### *Randall is in the Wreckage* Graphic Novel

- Designed and managed logos, print layouts, thumbnails, book design, character designs, and promotional materials with applications such as Photoshop, InDesign, Illustrator, and Microsoft Office.
- Pitched character designs, story ideas, and marketing materials to clientele. Used problem solving and creative skills to negotiate and collaborate with clientele on product's marketing.
- Prepared product for digital and print media using the Adobe Creative Suite. Careful detail to novel's print design resulted in over 30 copies of the product sold in one weekend.

## Illustrator/Graphic Designer (November 2018- May 2022) Cambridge MA

### One Ramen and Sushi

- As an independent illustrator gained experience with client drafting visual ideas for their business using skills in graphic design and illustration.
- Brought client's ideas to life using a variety of traditional art tools and digital art tools such as Illustrator, Photoshop, Procreate, and InDesign.
- Directed, managed, produced, and budgeted materials for posters, flyers, advertisements, and murals to meet deadlines for both physical and digital media.
- Made company email for new work for hire applicants that can be accessed through a QR code. Resulted in 2 new applicants who assisted in company's customer service.

## Member (2017- 2018) Tokyo, Japan

### Oberlin Art Club

- Learned to collaborate and maintained club equipment in a group setting with other artists in Japanese.
- Used strong design aesthetics and type design skills for culture festival display.
- Practiced innovation, creativity, and new ideas with a talented team of young artists.

## Other Experience

## Cashier (2020-Present) Marshfield, MA

### Star Market

- Respond to customer needs, providing product information, aisle locations, back stock checks, and price verifications for approximately 70 customers daily.
- Worked safely, efficiently, and quickly while delivering outstanding guest service in a busy supermarket setting
- Promoted charities such as Boston Children's hospital and Best Busy. Made \$100 in one hour.

## Waitress (2018-2022) Cambridge MA

### One Ramen and Sushi

- Job entailed multitask between customer interface as well as managing both table service and customer take out efficiently and effectively.
- Trained 3 new staff members in restaurant's methodology and practices.
- Remained courteous and calm, even during moments of customer dissatisfaction in a fast-paced environment.

## Awards

- Magna Cum Laude, Lesley University, Cambridge, MA 2022
- Dean's List, Lesley University, Cambridge, MA 2022
- National Honors Society, Lesley University, Cambridge, MA 2022
- *Frozen in Time*, Honor Award, National Japan Art Competition, Tokyo, Japan 2018
- *Frozen in Time*, First Place, *Annual Art and Fine Craft* Exhibit Hingham, MA 2018



