



Julie L. Plont

SENIOR ART DIRECTOR • PRINT, WEB & INTERACTIVE

Advertising, Marketing, Brand Identity & Graphic Design

professional profile:

Multi-talented creative professional with versatile industry experience delivering top-notch brand communication solutions for print, web and interactive media for local and national accounts. Highly motivated conceptual thinker with strong design and writing skills with a proven track record of innovative solutions for business, marketing and technology initiatives. Consistently supports corporate marketing objectives and strategic goals with engaging creative solutions that translate into results-driven promotional campaigns.

key skills:

- Strong creative vision and conceptual development for print, web front-end/UI design
- Collaborate with account teams and project managers to develop and execute creative marketing solutions
- Establish and maintain design parameters and stylistic guidelines consistent with brand identity
- Consult and assist with new business acquisition; prepare scope-of-work design proposals; conduct client meetings and presentations
- Manage multiple, concurrent projects for print, web and interactive media
- Supervise/coordinate projects with outside agencies, photographers and vendors to ensure quality creative content is delivered on time and on budget
- Estimate and maintain budgets and production schedules
- Monitor and develop internal procedures to improve production efficiencies
- Foster creative development; mentor junior design team members
- Maintain software proficiency; monitor industry trends, innovations and new technologies

software & technical:

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|-------------------|------------------------|--------------------------------------|
| • InDesign CS+ | • Fireworks | • MS Office: PowerPoint, Word, Excel |
| • Photoshop CS+ | • Flash | • X/HTML, CSS, |
| • Illustrator CS+ | • Acrobat Professional | • JavaScript, CGI and PHP |
| • Dreamweaver | • QuarkXpress | • Proficient with Mac and Windows OS |

employment history:

Creative Director, Owner

Gravity Pixel Studio, Royal Oak, Michigan (Nov. 2008 – Present)

Creative Manager/Senior Art Director

PGN Agency, Royal Oak, Michigan (Jan. 2007 – Nov. 2008)

Art Director/Contract Graphic Design Professional

Aquent, Bingham Farms, Michigan (Apr. 1998 – Dec. 2007)

The Creative Group, Southfield, Michigan (May 2005 – Dec. 2007)

Senior Art Director

Riegner & Associates, Southfield, Michigan (Sept. 2002 – Aug. 2003)

Senior Art Director

Campbell-Ewald, Warren, Michigan (Freelance / May – June 2002)

Art Director

Leo Burnett (formerly Chemistri and DMB&B), Troy, Michigan (Sept. 2000 – Jan. 2002)

academic:

Pending: CIS/Web Master Certificate Program

Oakland Community College (Spring 2011 thru Winter 2012)

Previous: Business Communications Systems, Certificate of Achievement

Oakland Community College, Union Lake, Michigan (1992)

contact:

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