

Julie Parlade

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EDUCATION

Drexel University *Fall 2010 - March 2015*
Bachelor of Science in Design & Merchandising
Bachelor of Science in Graphic Design
Peononi Honors College ~ Cumulative GPA: 3.86

HONORS & AWARDS

- Outstanding Creative Design from the 44th Creativity International Print & Packaging Design Awards *Summer 2014*
- Urban Outfitters Dreamers and Doers Competition *Fall 2014*
- Deans List *Fall 2010 - Spring 2014*
- AJ Drexel Scholarship *Sept 2010 - Present*

SKILLS



EXPERIENCE

DAPHNE Jewelry & Goods Company *August 2013 - Present* [Creator / Product Designer] PHILADELPHIA

- Design necklaces, bracelets, rings and earrings using Illustrator and CAD
- Manufacture cut metal pieces and mold by hand
- Create unique pieces sold at independently owned boutique
- Moon+Arrow, Festivals and on Etsy.com
- Won Urban Outfitters Dreamers and Doers competition and sold product in their West Philadelphia store and online at ubranoutfitters.com

Drexel D+M Magazine *Sept 2013 - March 2014* [Art Director] PHILADELPHIA

- Lead a team of 20 students under my art direction for the Drexel University D+M yearly publication
- Curated the art direction for the magazine including font choices, color palette and general conceptual ideas
- Designed spreads and infographics pertaining to the art direction
- Built templates and guided design decisions with my staff members
- Directed and styled a photoshoot, supervising a team of 7 students

Teeki Yoga Apparel Company *Sept 2012 - March 2013* [Graphic Designer] LOS ANGELES

- Created logo and brand identity for Teeki
- Designed graphics printed on textiles for yoga pants and apparel
- Designed lookbook for the Spring/Summer '13 line
- Photographed shoots both lifestyle and studio
- Edited photos post shoot for website and advertisements
- Designed and manage website using Wordpress consistently updating graphics such as banners, slides, nav pages
- Promoted Teeki via social media using designed graphics