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## CONTACT

JULIEAE.COM  
GRAPHICJULES.NET  
LINKEDIN.COM/IN/JULIEAE

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## SKILLS

Design  
Branding & Art Direction  
HTML/CSS Web Design  
Project Management  
Mentor & Leadership  
Digital & Traditional Design  
Photography/Videography  
Social Media/GIF Animation  
Hand Lettering/Typography

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## TESTIMONIAL

*“Julie actively listens to completely understand your objectives. Often, her smart questions help round out a project and sharpen its focus.*

*Not only does she have a keen eye for top shelf design, she has the ability to effectively communicate a creative brief and smoothly manage a diverse team of designers to complete a project well on time and on budget.*

*Several of our projects have had literally hundreds of moving pieces. Her extraordinary project management skills are such an added value to her impressive creative talent. I cannot recommend her more highly.”*

*Michele Bertolone*  
Communications Consultant

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## SOFTWARE

Adobe Creative Suite:  
Illustrator, InDesign, Photoshop,  
Premiere, After Effects, Audition  
Microsoft Office Suite:  
PowerPoint, Excel, Word, Outlook, 365  
Monday.com  
FileMaker Pro  
GarageBand/Logic Pro  
iMovie/Final Cut Pro/Blender

# JULIE AUCLAIR-EIKMEIER

## ART DIRECTOR | BRAND CHAMPION | PROJECT LEADER

*Positive, collaborative, and passionate leader with a drive for excellence to deliver strong brand experiences. Effective blend of creativity and project management to lead teams to create strategic communication solutions.*

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### SENIOR GRAPHIC DESIGNER

*Satellite Healthcare; San Jose, CA | 2019 – 2022*

*Senior designer/project manager for the Corporate Communications and Marketing Team*

- ◆ Visual Brand Management: Oversee, create, and execute all creative materials while building and maintaining brand standards and adhering to strict healthcare compliance requirements.
  - ◆ Design and Layout Artist: Envision and design a cohesive execution of digital and print marketing materials while facilitating and supporting the marketing needs of 90+ locations.
  - ◆ Create cohesively branded materials such as multipage handbooks, flyers, print and digital ads, animations, videos, and logos.
  - ◆ Assemble and supervise a group of freelance designers to accomplish large-scale projects.
  - ◆ Digital Asset Management, Administration, and Project Management: Develop and manage systems and programs to coordinate and facilitate multiple ongoing projects on internal and external teams.
  - ◆ Social Media and Web: Develop the look and feel for ongoing social media campaigns. Design UX/UI layouts with internal and external developers to update SharePoint and external web pages, social media accounts, and presence.
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### OWNER/FREELANCE ARTIST | INDEPENDENT CONTRACTOR

*GraphicJules.net; Central Coast, CA | 2001 – present*

- ◆ Traditional sign painting, chalkboard fabrication, and handmade artwork
  - ◆ Logo design, brochures, vinyl, and other digital printer materials
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### CONTENT CREATOR | EDITING WIZARD

*Awkward Audio Adaptations Production Company; Santa Cruz, CA | 2016 – present*

- ◆ Co-host, editor, co-producer, co-director, and marketing/social media content creator of a monthly topical humor and educational podcast
  - ◆ Editor, co-producer, co-director, and marketing creator for an audio drama series
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### CREATIVE LEAD | GRAPHIC DESIGNER | MARKETING LEAD

*Whole Foods Market; Capitola, CA | 2009 – 2018*

Responsible for overseeing in-store marketing and creative programs.

- ◆ Oversaw, created, and executed all creative, impactful digital and hand-illustrated chalkboard designs on small and large scales while maintaining brand standards.
- ◆ Envisioned and designed a cohesive execution of regional and global programs within the store, while facilitating and supporting all store teams in the implementation.
- ◆ Worked autonomously and unsupervised, while connecting remotely with a regional group of marketing coordinators.

## EDUCATION / TRAINING

### CABRILLO COLLEGE

Digital Media Studies,  
Design, Publications & Web

### LYNDA.COM & SKILLSHARE.COM

Ongoing Studies

### LA RECORDING SCHOOL

Certificate Film/Cinema Studies

### APPLE CERTIFIED TECHNICIAN

2007-2008

## TESTIMONIAL

*"Julie is an incredible designer with the ability to synthesize marketing needs into interactive and eye-catching collateral, resulting in increased product sales. She is a delight to work with, always bringing creative solutions to the table. She is well-versed in digital design as well as analog fine art skills, a unique combination! She understands how to create meaningful impact in a retail environment to grow the bottom line. On top of all that, she has a great sense of humor and is a joy to work with."*

Lily Hussey  
Regional Marketing Manager

## FREELANCE CLIENTS

Martinelli's  
Driscoll's Berries  
Aldo's Bakery  
CIG Insurance Group  
HBO / Red Rider Studios  
Red Bull Executive, Chicago  
Plaster City Productions  
American Film Institute  
Student Productions

## PERSONAL INTERESTS

Mountain Unicycling  
Painting / Drawing  
Creating Visual and Audio Art  
Comedy and Creative Writing

## LEAD GRAPHIC ARTIST | SIGN MAKER | PRODUCTION ARTIST

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Whole Foods Market; Capitola, CA; Framingham, MA; Houston, TX | 2001 – 2015

Creative Ambassador upholding brand standards

- ◆ Taught, trained, and developed a part-time sign maker backup for future full-time role.
- ◆ Produced creative computer-generated artwork, small and large scale.
- ◆ Printed price and sale item signage for entire store.
- ◆ Hand-drew chalkboards and displays.
- ◆ Created holiday decor and props for departments on an as-needed basis.
- ◆ Received the 2010 Regional All-Star award, the highest company achievement award in the region.

## NORTH ATLANTIC SIGN PROGRAM SPECIALIST

Whole Foods Market; Cambridge, MA | 2004 – 2009

- ◆ Utilized FileMaker Pro application to co-develop an intuitive database for sign production at store level with continued maintenance, updates, and support.
- ◆ Supported region-wide sign makers with technical questions.
- ◆ Traveled and organized region-wide training groups as well as one-on-one sessions for other sign makers.

## WHOLE FOODS MARKET (VARIOUS POSITIONS)

Whole Foods Market; Houston, TX; Framingham, MA | 2001 – 2006

### INTERIM MARKETING SUPERVISOR

- ◆ Dual role as marketing supervisor and store sign maker while in transition

### PART-TIME SHIFT LEADER (MANAGER)

- ◆ Supervised 80+ team members.
- ◆ Responsible for customer service solutions, team morale, and opening duties execution.

### TEAM MEMBER AWARENESS GROUP REPRESENTATIVE

- ◆ Administrative liaison for morale building and innovating new solutions for team member concerns.

### CUSTOMER SERVICE TEAM MEMBER

## FILM PRODUCTION PROJECTS

### TRAVELING SEASONAL SCHOOL PHOTOGRAPHER FOR GRADES K-7

- ◆ Supervised and gathered children to pose for their group photo; oversaw paperwork.
- ◆ Traveled to school locations; responsible for equipment transport and upkeep.

### FILM PRODUCTION PROJECTS

- ◆ Second unit director and actor supervisor for Locoweed & Other Discoveries, American Film Institute student productions
- ◆ Post-production assistant and film courier for Plaster City Productions