

## EDUCATION

**MARYLAND INSTITUTE COLLEGE OF ART** *bfa 2009 / magna cum laude*

## EXPERIENCE

**HASBRO** *package designer / 2010– 2011*

Worked on multimillion dollar brands including Litebrite, Spirograph, Play-doh, Playskool, and FurReal Friends. Collaborated with the lead art director to establish the 2011 Litebrite Fall line look. Designed app icons for several significant brands. Designed the logo for a new collection of Litebrite products. Helped conceptualize and design the overall look for the newly created segment of FurReal Friends toy packaging. Art directed several photo shoots, working closely with photographers, stylists, and models. Collaborated with structural engineers to develop innovative new package shapes and structures. Worked with external vendors and Hasbro's Hong Kong division to coordinate the development of artwork, including the creation of large three dimensional displays and presentational materials for trade shows and internal events. Collaborated with product and QA engineers, toy designers, and the legal team to meet industry standards, requirements, and fast paced deadlines.

**WELLPET** *designer / 2010*

Worked with the marketing team to create promotional materials for the WellPet brands.

**THOMSON SAFARIS** *designer / 2010*

Designed 30 year anniversary logo. Created promotional materials. Redesigned sections of the 2010-2011 catalog including the cover. Enhanced and modified digital photography. Edited and updated catalog content.

**MULLEN** *designer / 2010*

Worked under creative director to design promotional pieces for Foxwoods Casino and MGM Grand. Redesigned Foxwoods Casino weekly Stackads. Designed promotional direct mailers. Created posters for on location events.

**HEARTLAND ROBOTICS** *designer / 2009–2010*

Collaborated with Lead UI Design Architect to design concept illustrations and informational graphics for new product. Created flash animations illustrating the product working in specific environments and performing different tasks.

**MISSION MEDIA** *graphic design intern / 2008–2009*

Collaborated with project manager to design print pieces for Philly Live and Open Society Institute. Created the event program and slideshow for a Jewish Recovery Houses charity event featuring Craig Ferguson. Designed the identity and sign for Launch Pad Childcare. Assisted designers on various projects. Designed the 2009 identity and promotional pieces for Survivor Harbor 7's annual race in the Baltimore Harbor. This work brought in new clients for Mission.

**MICA'S CENTER FOR DESIGN PRACTICE** *designer / 2008–2009*

Created progressive design solutions for local and regional organizations. Interviewed real world clients to gather requirements to understand and generate effective results. Produced and directed a video for Arts Every Day using an arts integration model which involved local middle school students in the production. Developed communication tools and a comprehensive rebranding strategy for Ken's Kids Incorporated. Worked in a team environment under a project manager, meeting critical deadlines.

## SKILLS

Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Flash / Quark / Final Cut Pro / Word / Powerpoint / Excel / Macintosh OS X / HTML / XHTML / CSS / Javascript / Screen Printing

## ACHIEVEMENTS

DESIGNS FEATURED AIGA BLUE RIDGE FLUX DESIGN COMPETITION 2009  
 DESIGNS FEATURED IN MICA PROSPECTUS 2009  
 DESIGNS SHOWCASED IN MICA COMMENCEMENT SHOW 2009  
 DESIGNS FEATURED IN ELLEN LUPTON'S BOOK *Graphic Design: The New Basics* / 2008

**JULIE  
DIEWALD**

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