



JULIANA
DOAN

1682 E. Euclid Ave.
Centennial, CO 80121
303.347.8945
tjdoan@msn.com

www.doandesign.com

VERSATILE GRAPHIC DESIGN PROFESSIONAL

Seeking position in visual communications where unique graphic design abilities, strong project management skills and a commitment to customer service contribute to the productivity and profitability of the agency.

CORE SKILLS

Production Management
Illustration
Quick Turnaround
Creative Thinker
Team Builder/Player

Project Management
Results Oriented
Proofing Efficiency
Staff Development/Management
Industry Contacts/References

Business Minded
Detail Oriented
Work Well Under Pressure
Customer Service
Photography

TECHNICAL SKILLS

Adobe Creative Suite (PhotoShop, Illustrator, InDesign and Dreamweaver), QuarkXpress and Microsoft Office.

PROFESSIONAL EXPERIENCE

Jones Knowledge, Art Director (2004-Present), Senior Designer (2001-2004) – Centennial, Colorado, 2001 to Present
Created a Jones/NCTI course marketing kit and e-newsletter to send to Training Coordinators which served to reduce current kit cost by over 50%, increase communication to clients and allow for database marketing.

Design responsibilities

Established and maintained a consistent and sophisticated look for a group of related companies.

- Produce strong and compelling marketing collateral and campaigns to support Jones International University, an online university, and Jones/NCTI, a corporate training and education company.
- Design a variety of visual communications including print advertising, collateral, posters, brochures, direct mail, tradeshow graphics, signage, presentations, banner ads, Websites, HTML newsletters and email campaigns.
- Recommend concepts and design solutions that graphically convey complex ideas and messages.
- Create, maintain and publish corporate visual identity and graphic standards.

Management responsibilities

Managed the creation of a website/sales tool consisting of student and faculty video testimonials and a 14 minute "Campus Tour" video that nearly quadrupled the conversion rate from leads to admitted students.

- Manage and coordinate the production of print materials with multiple vendors.
- Lead project teams, meet deadlines, develop strong client relationships and manage established budgets.
- Oversee and administer multiple concurrent projects by working with internal clients and coordinating resources.
- Manage outsourced agencies, web designers and copywriters to create content and execute deliverables.

Doan Design, Owner and Art Director – Centennial, Colorado

2003 to Present

Freelance clients include: The Children's Hospital Foundation, Capital Hill United Neighborhoods, Latitude Financial Group, Hope Online, DeCoste and Associates, Cherry Creek North Neighborhood Association and Littleton Hockey Association.

- Drawing on over 13 years of experience, takes projects from inception to completion by consulting with clients, creating well-thought out ideas and bringing those projects to life via print.



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Across Media Networks, Art Director (1997 to 2001), Senior Designer (1995 to 1997) – Golden, Colorado, 1995 to 2001
Created effective graphic materials and led the Art Department's contribution to impressive growth in subscribers— from 200,000 to more than 5.5 million subscribers at the end of my tenure.

Design responsibilities

Design talents were praised by the CEO and used to create company image materials and presentations.

- Created advertisements and cross-channel commercials to appear on cable television.
- Produced printed marketing pieces and Across Media corporate collateral materials.
- Designed Web pages, managed the sites' appearance and posted articles on Web site, www.cityhits.com.
- Directed the overall image of the company.

Management responsibilities

Under my leadership, the Art Department was cited as the "model" department for efficiency and product quality.

- Managed twelve designers, mentored new managers, and created company incentive programs.
- Instituted weekly critiques, which helped communication and morale.
- Prepared employee evaluations, trained new hires, dealt with personnel issues.
- Managed the daily and long-term department workload.

Robert W. Taylor Design, Freelance – Denver, Colorado

1995

Learned the intricacies of an agency environment.

- Designed and produced logos, brochures and packaging for various clients such as Pentax, the Medical Marketing Association and Gerry Products.

Publications and Creative Services, Colorado State University, Student Intern – Ft. Collins, Colorado 1993 to 1995
CSU's nationally renowned Veterinary Hospital chose my design over 30 other interns and designers for their new collateral material. They also commissioned me to illustrate 40 animal drawings for future Veterinary Hospital publications.

- Created thumbnails, comps and design of campus departmental publications.

EDUCATION/PROFESSIONAL DEVELOPMENT

MBA, Specialization in Project Management, Jones International University, 2004

- Graduated Summa Cum Laude

Bachelor of Fine Arts, Concentration in Graphic Design, Colorado State University, 1995

- Golden Key National Honor Society and Gamma Sigma Alpha National Greek Honor Society, 1993-1995
- Walt Disney World College Program, 1995
- Creative and Performing Arts Scholarship, 1991-1995

INDUSTRY RECOGNITION

Capitol Hill United Neighborhoods, First Place for Poster Design, 2007

Art Directors Club of Denver, Bronze Medal for Poster, 1994

MAC Cameo Award for Insect Guide, 1994

ABC-Clio Publishers, Illustration printed in Voyages in Classical Mythology, 1994

Colorado State University, Drug and Alcohol Education Poster Competition, First Place, 1993