

Julia Esmeralda

GRAPHIC DESIGNER

juliaesme.com
j.smrld@gmail.com

EXPERIENCE

Chairman's Brands / Graphic Designer

Nov 2023 — Present | Scarborough, Canada

- Art direction for national marketing campaigns including photography and copywriting.
- Lead designer for Eggsmart, Coffee Time and Robin's.

Nueva Media / Designer & Account Manager

Nov 2022 — Apr 2023 | Toronto, Canada

- Managed multiple social media accounts, organized and executed marketing efforts across various channels.
- Edited videos, created graphics and social media assets for regular posting.

Brunico Communications /

Graphic Designer & Production Coordinator

May 2019 — Mar 2022 | Toronto, Canada

- Worked on editorial spreads for four different publications. Coordinated with printers on production needs.
- Created animated digital ads, social media assets, and coded email templates promoting international events.

MTY Group / Graphic Designer

Sept 2017 — Dec 2018 | Richmond Hill, Canada

- Executed promotions and marketing initiatives for national quick-service restaurants.
- Edited and colour corrected food photography for use in menus and large-scale signage across Canada.

202am / Freelance Graphic Designer

Aug 2016 — Nov 2018 | Toronto, Canada

- Worked together with the senior designer on branding, packaging, and web design projects.

EDUCATION

York University/Sheridan College

Bachelor of Design (Honours)

2013 — 2017

SKILLS

Adobe Creative Suite

Photoshop, Illustrator, InDesign, After Effects, Premiere, InCopy

Prototyping Tools

Sketch, Figma, InVision

Miscellaneous

Microsoft Office, Wordpress, Zoom, Marketo, Mailchimp

Fluent in English and Indonesian, conversational Japanese (JLPT N3)

PROJECTS

HoloTrials / UI Designer

Fanmade mystery visual novel currently in development.

Oct 2022 — Present

- Developed the overall branding and visual language for the game.
- Created UI elements, vector illustrations, and iconography.

The Brain Project / Designer

Toronto art exhibit that raises funds for Alzheimer's and other dementias.

2019 & 2020 Issue

- Designed and laid out the entire 2019 and 2020 catalogue.