



Julia Gomelsky

Los Angeles, CA
juliagomelsky.com
310-902-1989
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Print + Web

Web/Graphic design, user interface design, identity and branding, color and design, photography, illustration, art direction, layout, ads, look books, photoshop work and AI design

Education

Bachelor of Arts in Industrial Arts, Emphasis in Graphic Design
California State University, San Francisco
Summa Cum Laude

Skills

Discovery / Design Research, Brand Analysis, Requirements Gathering
Strategy / Online Vision Strategy, Information Architecture
Creative / Conception, Storyboarding, Illustration, Information Graphics, HTML prototyping, User Interface Design, Troubleshooting
Mac / Photography, Typography, Color and Design, Usability, HTML, Custom code
AI / Skilled at Midjourney and other A.I.-powered platforms

Employment

FREELANCE

Art Director/Designer / May 2013 - Present / Los Angeles, CA

As a freelance designer, work on a series of projects involving art direction, web/graphic design, logo design, photography, and illustration.

- Intuitive solutions focused on clients' needs and goals
- Present customized, multi-option approach for clients

OUTLOOK AMUSEMENTS

Art Director / Sept 2006 - May 2013 / Burbank, CA

As the Art Director, formulate design concepts and presentation approaches in art work, imagery and layout design. Generate creative ideas and concepts to fulfill project needs for online products (site redesign/flow, seasonal campaigns, user experience, etc) and offline products (print postcards, banners, corporate collateral, etc).

- Supervise graphic designers, photographers, production artists and creative freelancers
- Collaborate with members of the marketing team to develop strategies for advertising campaigns
- Work with copywriters to develop strategies for advertising campaigns

CITYSEARCH

Web Designer / June 2005 - Aug 2006 / West Hollywood, CA

As a Web Designer, collaborate with Product managers, technology and content to translate product strategy, user research and business requirements into highly usable, engaging products.

- Create graphics for ad placement on partner sites
- Create mock-ups for potential sponsored section pages and create HTML emails
- Hand-code HTML

MEZI MEDIA

Web Designer / Apr 2003 - May 2005 / Monrovia, CA

As the lead web/graphic designer for Mezi Media's websites, responsible for creating, developing and maintaining content for new and existing sites, including Couponmountain.com (plus 9 international sites), Shopica.com, MoreRebates.com and Smarter.com.

- Set all design guidelines from page mock-ups to icon illustration
- Implement hand-coded HTML template pages

YAHOO!

Designer / User Experience Jun 2000 - Jul 2002 / Sunnyvale, CA

As a merchandising designer for Yahoo!'s Shopping property, create and schedule ads to run throughout the network. Create template product pages for merchants as well as in house promotions.

- Ensure the consistent visual presentation of several Yahoo! properties
- Translate UI requirements into online visual user interfaces



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Travel

Russia, Austria, China, England, Ireland, Scotland, Finland, Sweden, Holland, Spain, Italy, Sicily, France, Greece, Australia, Mexico, Canada, Israel, Dominican Republic, Panama, Croatia, Bosnia, Switzerland

Client List

JEWELRY

Harwell Godfrey, Shay Fine Jewelry, K. Brunini, Rahaminov, Stacked x Reservoir, Sarah Hendler, Established Jewelry, Miseno, Signet, Aaron Henry, Sylvie, Heidi Carey, Neha Dani, David Alan Jewelry, SRW, Outlaw Atelier, Twila True, Freestone Peach, Ezole, Jubilee Jones, VTse, Vittorio B. Fine Jewels, Chrismella, Mike Joseph, Eighternity, Janvier, Have Jewels Will Travel, M3 Collections, Asbury Adams, Gold & Smoke, Eliza Page, Pura Gracia

BEAUTY + WELLNESS

Esalen Institute, Wellbeing with Chelsea, Sarah Swanson Beauty, Sweet Tea Apothecary, Sparks Dental, Heal Well Nutrition, Jennifer Caryn Brand Nutrition, Nykki Hardin Nutrition, Dopamine RX, Seva Living, Speech & Voice Works, Schneider Psychology, Carlos Protzel Therapy, Scott Harris, PhD, Positive EyeOns Optometry, Pause Float Studio

ENTERTAINMENT + PRODUCTION

Lyn Paolo, Ava Otto, Dollar Shave Club, MEL Magazine, Capital Arts Entertainment, Third Law Production, Prymmo, 26 Rogues, Comedy Improv Traffic School, The Wayne Theatre

PR + MARKETING + EVENTS

WJA (Women's Jewelry Association), PGI (Platinum Guild International), For Future Reference, Luxury Brand Group, The Product Agent, Communique, Blink Creative, LupRocks, JCK Events, MARK'D

ART + DESIGN

Renee Rizzuto Interior Design, Ray Art Design, Art Dimensions Online, Art Punch

MUSIC

Eastman Guitars, Eastman Strings, Eastman Winds

NON-PROFIT

ZEZE Collective, Momma Mosaic, NAMI, Jobs to Grads

PETS

Bark Williams, Tracy Kuhnin Pet Photography, Noah's Barc

WRITING + CONTENT CREATION

Alyssa Shelasky, Jill Newman, Michael Slenske, Shira Levine, Ann Anderson Evans, Vanessa Torres, Victoria Gomelsky