

# Julia Walter

## Graphic & Motion Design

### EDUCATION

#### Texas A&M University

##### BACHELOR OF SCIENCE

in Visualization with focus in Graphic Design

August 2014 – May 2018

Honors: Cum Laude

Semester Abroad in Italy

### SKILLS

#### Technical

Photoshop, Illustrator, InDesign, After Effects, Firefly, Acrobat, Figma, Sketch, Canva, Google Slides, PowerPoint, Word

Print & press production

Direct mail · Photo editing

Presentation & layout design

Email & web design

AI-assisted image generation

ADA compliance fundamentals

Basic HTML

#### Soft

Strategic communication

Creative leadership

Collaboration · Mentorship

Project management

Adaptability · Self-starter

Strong communicator

Organized · Empathetic

### CONTACT

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214-601-5519

### SUMMARY

Senior Graphic & Motion Designer with 7+ years of experience shaping brand strategy and creative direction across digital and print. Known for asking the right questions, challenging assumptions, and translating complex business goals into clear, cohesive visual systems for B2B and B2C audiences. Brings a collaborative, people-first leadership style focused on strong culture, thoughtful design, and meaningful impact.

### EXPERIENCE

#### Senior Graphic Designer at American First Finance

JUNE 2025 – PRESENT

- Hired as the sole in-house creative to lead and strategically shape a full rebrand, including visual identity, motion graphics, and scalable brand systems across print and digital.
- Act as a strategic creative partner to marketing leadership, shaping creative direction and translating business goals into B2B and B2C initiatives.
- Design and produce multi-format assets including tradeshow materials, social content, email campaigns, website updates, and sales collateral.
- Create motion graphics that support storytelling, campaign strategy, and brand engagement across digital channels.
- Collaborate closely with the Marketing Director to define creative strategy, prioritize initiatives, and evolve messaging.
- Establish and maintain foundational creative infrastructure to support consistency, efficiency, and team scalability.
- Serve as a brand steward, ensuring consistent expression while adapting visuals to diverse audiences and platforms.

#### Graphic Designer at PartnerComm, Inc.

OCTOBER 2019 – APRIL 2025

- Supported end-to-end development of employee communication strategies and creative deliverables across print and digital.
- Led branding and design initiatives for high-profile clients, delivering cohesive, on-brand solutions.
- Founded and led a culture committee focused on team engagement and internal culture.
- Notable clients: Meta, JetBlue, Wells Fargo, Cigna, Twitter, Nestlé.

#### Graphic and Motion Designer at MarketScale

JUNE 2018 – OCTOBER 2019

Collaborated with graphic design and 2D animation teams to produce B2B marketing content including brand refreshes, infographics, white papers, presentations, and animated explainer videos.