

Julie Raasch

Designer+



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Mount Horeb, Wisconsin

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Professional Experience

Artist (Graphic Designer and Front-End Developer)

Center on Education and Work, School of Education, University of Wisconsin-Madison
Madison, Wisconsin
March 2008 - Present

Work on WISCareers/CareerLocker, a career information website. Front-end web design and development for CareerLocker's redesign. Branded, designed, produced and printed pieces to assist in the marketing of the CEW's Professional Development Classes and CareerLocker.
(March 2013 - Present)

Worked on the Careers Conference. Branded the conference yearly. Implemented the Conference brand on brochures, web, email blasts, slide shows, signs and social media to promote and run the Conference. Designed, produced and procured printing. Photographed events, for promoting future conferences.
(March 2008 - March 2013)

Graphic and Web Designer

Erickson Publishing
Madison, Wisconsin
August 2006 - December 2007

Created collateral pieces for Erickson Publishing, Encore Edition and the Madison Women's Expo. Designed and laid out pages for Brava Magazine. Maintain Erickson's web sites, including monthly updates of the Brava Magazine site.

Graphic and Web Designer

Creative-Zoo, LLC
Mount Horeb, Wisconsin
September 2005 - Present
Freelance

Senior Graphic Designer

Stark Company Realtors®
Madison, Wisconsin
February 1997 - September 2005

Took ideas from concept to completion. Designed, produced and printed marketing pieces, including direct mail pieces, flyers, brochures, logos, note cards, magazine and newspaper ads. Completed a variety of tasks requested by 200 agents and corporate personnel. Created brand identity and marketing materials for subdivision and condo projects.

Education

Madison Area Technical College
Web Certificate: Web Page Design

Madison Area Technical College
Associates Degree: Commercial Art
(Dean's List 4 Semesters)

University of Wisconsin-Milwaukee
Bachelor of Arts: Anthropology

Skills

Print Design, Web Design, Social Media Marketing, Email Marketing, Photography

Adobe Design Suite, HTML, CSS

Mail Chimp, Campaign Monitor, Web CMS (Content Management Systems), Google Analytics

Work Independently and with a Team

Able to Take Projects from Concept through Production

Understanding of Information Architecture, Usability and Accessibility

Visual Design Skills

Organizations

Blue Mounds Area Project (Newsletter)
Mount Horeb Arts Association (Social Media)
14 South Artists (Design)
Design Madison (Former Board Member)