



Julie Raasch

Designer



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9404 County Road A
Mount Horeb, Wisconsin

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 - March 2018

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 - March 2018)

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.

Photographer, 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, fliers, 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

Adobe Design Suite, HTML, CSS

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

Understanding of Responsive Design,
UI Elements, UX Design and Best Practices

Understanding of Information
Architecture, Usability and Accessibility

Work Independently and as Part of a Team

Able to Take Projects from Concept
through Production

Creative Problem-solving Skills

Organizations

Blue Mounds Area Project (Newsletter)

Mount Horeb Arts Association (Social Media)

14 South Artists (Design)

Design Madison (Former Board Member)