

julie righeimer

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TECHNOLOGY

InDesign

Photoshop

Illustrator

Flash

Keynote

MS Office

Adobe Experience
Manager

EXPERIENCE

- Associate Circular Art Director | RR Donnelley**
12.2019 – 11.2021
Creation of retail and marketing pieces including multi paged national circulars, store collateral, and direct mail postcards; as well as grand opening materials for Ace Hardware Corporation.
- Graphic Designer | RR Donnelley via The Creative Group**
3.2018 – 11.2019
Design and production of retail and promotional pieces including direct mail, in-store collateral and multi paged circulars for the Rocky Mountain and Northern California regional teams of Ace Hardware Corporation.
- Senior Graphic Designer | Brella Productions**
8.2017 – 12.2017
Design of internal and public facing identity materials and campaigns for Abbott Laboratories while maintaining brand integrity and quality of style.
- Senior Designer | Advocate Media Center**
4.2011 – 7.2017
Conceived identity materials and campaigns across multiple channels (digital and conventional) for a network of hospitals, outpatient facilities and foundations owned by Advocate Healthcare. Maintained brand integrity and quality during collaboration with outside agencies and multiple vendors.
- Art Director | Corbett Healthcare Group**
2.2002 – 1.2011
Integral part of creative team that launched diabetic brand *Onglyza* (BMS), and anti-infective ophthalmic, *Moxeza* (Alcon). Directed digital/print creative including advance planning and market research materials. Team was new business and agency of record status for *Patanol* and *Retanne* (Alcon). Development of campaigns for the national launches of *Azopt*, *Nevenac*, *Patanase* (Alcon) and *Zetia* (Merck). Created re-branding that revitalized market share on product nearing the end of its marketable life *Pletal* (Otsuka).
- Freelance Art Director | Creative Talent Source & Paladin**
1.2001 – 2.2002
Designed identity pieces for clients in various industries from retail and pharmaceutical to insurance and financial advertising.
- Art Director | General Growth Properties**
3.2000 – 1.2001
Designed, produced and art directed campaigns for 136 retail properties owned by General Growth. Directed all creative for launch of two retail campuses: Jordan Creek Towne Center in Iowa and Stonebriar in Texas.
- Art Director | Ambrosi & Associates**
10.1993 – 3.2000
Art direction on national campaigns for multiple national retail clients. Lead creative concept team and advance planning including color predictions, photography, and design elements to create trends for retail markets. Supervised creative team of designers. Directed multiple aspects photo shoots including location scouting, lighting, stylists, and model selection.
- Principle | Third Coast Design**
9.1995 – Present
Develop and stake out clients' visual presence in an often overcrowded marketplace. Retail clients including Sax Inc., Marshall Field's, Eddie Bauer, BonTon, Sears.

EDUCATION

Marquette University | BA Marketing & Communication
Cardinal Stritch University | Fine Art and Design