JULIA RENAUD

is a graphic designer based in Orange County, CA. I foster emotional connection from brand to consumer through technicolor visuals.

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Education

California State University, Long Beach | Long Beach, CA
August 2022 - May 2025
Bachelors in Fine Arts;
Graphic Design
Summa Cum Laude

Saddleback College, Mission Viejo, CA
June 2019 - December 2021
Associate Degree in Arts;
Studio Art
Magna Cum Laude
Honors Program Certificate

Gallery Shows

INTERLUDE Design Show - Group Exhibition | Marilyn Werby Gallery, CA – 2025
Assisted branding and promotional efforts by designing social media assets and commemorative merchandise for the show's event collateral.

CHECKOUT Design Show - Group Exhibition | Marilyn Werby Gallery, CA – 2024
Collaborated with BFA cohort members as a participating designer, gaining skills in both setup and in social media promotion.

PATHFINDER Design Show - Group Exhibition | Marilyn Werby Gallery, CA – 2023
·Exhibited three projects and managed social media promotion, strengthening knowledge in event coordination.

Work Experience

WHIMSICAL CHARM **Remote**
Contract Graphic Designer *August - Present*
·Rebrand secondary clothing line under Whimsical Charm, applying competitor research and mother-focused consumer psychology to a new logo for clothing sizing labels.
·Design sustainable hangtags with eco-friendly materials and locally sourced dyes in partnership with a local vendor.

COMMUNICATIONS LAB (Boutique PR Agency) **Orange, CA**
Graphic Design Intern *January 2024 - May 2024*
·Designed marketing collateral, event signage, and social graphics for IREM's annual conference, contributing to a successful event with over 100 attendees.
·Rebranded the City of Cypress Summer Camp by designing logos, typography systems, and marketing visuals, boosting community enrollment and visibility.
·Created iconography for LA Metro with a focus on accessibility to emphasize ridership in the city, while preparing artwork for prepress setup and production for vendors.

ASSUAGED (Wellness Non-Profit) **Remote**
Social Media Manager / Graphic Designer *May 2022 - December 2022*
·Produced over 30 digital graphics tailored to Instagram, Facebook, and LinkedIn, supporting health campaigns and increasing follower reach by 15%.
·Collaborated with cross-functional creative teams to plan, organize, and execute content pipelines, leveraging a streamlined calendar to ensure high-quality output.

Leadership Activities and Experience

MARKETING ASSISTANT **Long Beach, CA**
BFA Graphic Design Spring 2025 Cohort Senior Show *October 2024 - May 2025*
·Showcased senior thesis and supported event planning through installation and outreach efforts, drawing over 300 attendees.
·Developed press-ready print files and coordinated with print vendors for event signage and promotional materials.

VCDA: BFA VISUAL COMMUNICATIONS DESIGN ASSOCIATION **Long Beach, CA**
Lead Social Media Coordinator *August 2024 - May 2024*
·Create social media posts promoting the Graphic Design BFA program, host workshops, and lead group critiques for applicants.

Class Sponsored Projects

GEORGE P. JOHNSON (Marketing Agency) **Long Beach, CA**
Graphic Designer for a Class-Sponsored Design Project *September 2024 - December 2024*
·Partnered with agency creative director, Bomie Lee, to design a mock experiential retail space, app prototype, and animated marketing ads for a packaging project.

Awards

Awards: *Moxi Roller Skates Design Contest Winner 2021*
Designed and submitted an inclusive skate community graphic selected for production and sale on various merchandise through the company's Teespring store.

Skills

Brand Identity, Packaging, Figma, Editorial, Marketing Design, UX/UI, Social Campaigns, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, After Effects, Adobe Acrobat, Wix, Canva, Blender, Asana, Teams, Sharepoint, Outlook, Word, Photo Editing, Powerpoint.