



julia banks

GRAPHIC DESIGNER

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i'm a curious and thoughtful graphic designer based in San Francisco with a BFA in Communications Design and background in fine arts. skilled in branding and digital marketing, i'm a creative thinker and storyteller who enjoys clean and sophisticated design with a sprinkle of whimsy, and is always hoping to expand my expertise.

education

Pratt Institute

BFA Communications Design,
Graphic Design Major
History of Art and Design Minor

honors

Presidential Merit Scholarship

Gold Key in Scholastic Art &
Writing in 2020

Photographs published in the
Boston Business Journal

skills

BRANDING + VISUAL

marketing design, brand
identity, typography, layout,
hierarchy, logo design

DIGITAL + MOTION

video editing, animation,
motion graphics, Canva, basic
3D modeling (*Unity, Blender*)

WEB + INTERACTIVE

social media content creation,
web design (*Squarespace,*
Wix), Figma, email marketing
(*Constant Contact*), basic
coding (*CSS, JavaScript, HTML*)

TOOLS + SOFTWARE

Adobe Creative Suite
(*Illustrator, InDesign,*
Photoshop, After Effects,
Premiere Pro, Lightroom),
Microsoft Office, Google
Workspace

PROFESSIONAL

attention to detail, copyediting,
problem solving, organization,
collaboration, time
management, communication

work experience

Graphic Designer — *Karen Zupko & Associates*

July 2024–present | Remote

Designed and managed 300+ printed assets, brand materials, and digital content to ensure clarity, engagement, and consistency across 100+ client events, operating as a one-person creative team.

- Formatted and copyedited large-scale print and digital assets for 200+ educational events reaching 2,000+ attendees, managing the workload of a three-person-team, ensuring accuracy and professional presentation.
- Created brand templates, style guides, and multimedia marketing collateral, reducing production time for new events.
- Maintained and created web, social, and email content, continually increasing audience engagement each month.

Digital Marketing Intern — *HumanB*

May 2023–Nov 2023 | New York, NY

Directed a full company rebrand across web and social channels, increasing brand awareness by updating logos, web layouts, and social content.

- Delivered a logo redesign, updated color system, and full style guide, refreshing website layouts and brand consistency across 50+ customer-facing materials.
- Iterated and designed social media templates and thumbnails for Instagram, YouTube, LinkedIn, and blog posts, helping grow following and engagement across all channels.

Creative Intern — *Zozimus Agency*

May 2022–Aug 2023 | Boston, MA

- Assisted Creative Director and collaborated on nonprofit branding, social, and fundraising campaigns, contributing to client presentations.
- Supported Creative Director with design materials for successful client web campaigns and in-house social media, increasing company engagement.
- Collaborated with intern group to deliver branding, social media, and fundraising campaigns for nonprofit clients, meeting with department leaders for insight on presentations pitched directly to clients and agency leadership, all resulting in successful client approvals and public launches.

volunteer experience

Designer — *New England Aquarium*

May 2022–Aug 2022 | Remote

Streamlined 500+ vector assets, improving retrieval efficiency and cohesion. Standardized visual system by reorganizing and redesigning icon library.

Face Painter — *Lowell General Hospital, Annual TeamWalk for CancerCare*

May 2018–May 2022 | Lowell, MA

Painted and temporary-tattooed 50+ participants annually. Supported booth set-up and clean-up, and successfully helping with complex designs.