JULIA ROYAL

Design | Illustration

MEDIA DESIGN LOOK BOOK

912.655.0341
juliadroyal@gmail.com
juliaroyal.com

hi!

I'm Julia, and I have a *fever* for design and the creative process! Developing innovative and intentional design solutions backed by research and relevant reasoning in a client-based environment is essential to the success and progression of the industry and is something I absolutely love being a part of! With over ten years of working experience with in-depth graphic design, illustration, and multimedia projects in diverse environments, I believe I'm positioned to become a creative asset for you! Having had the opportunity to work with the branding (and rebranding) collateral of a plethora of for-profit and non-profit companies, I've spoken clearly and successfully visually and verbally with a variety of target audiences. In my endeavors thus far, I've designed successful brochures, ads, flyers, posters, menus, apparel, packages, publications, and other print communications. I've also designed banners, presentations, and visual elements for the web, mobile, and social media outlets. My experience spans from start up businesses and local organizations to national companies and causes such as Verizon, Wet Willie's, Spencer's Gifts, and the Keep a Breast Foundation. But enough about me! This Look Book is a small sample of a few of my favorite and most recent projects. **Let's talk design!**

SELECTED CLIENTS & TEAMS

verizon · Wet Willie's · Mountainfilm · creative approach · Spencer's · Ashley's Business Solutions · Alamogordo Mainstreet · kw Keller Williams · Girl Scouts · Elite Memories Boutique · Flickinger Center for Performing Arts · fingersafe · Fort Troff · Savannah Music Festival · Georgia Tech · XCEL A Mentoring Network

RESUME HIGHLIGHTS

Graphic Designer & Illustrator • Creative Approach, Savannah, GA
Graphic Design Assistant • Savannah Music Festival, Savannah, GA
Freelance Graphic Design • Myrtle Beach, SC; Savannah, GA; Alamogordo, NM

- Designed 2007-2008 tour stage graphics for national recording act, **Evans Blue**
- Employee/Volunteer T-shirt design for **Spencer's Gifts LLC** with **Keep a Breast Foundation** for **Van's Warped Tour**.
- Designed complete album artwork for national recording act, **Parabelle**'s, three full length albums, one of which reached ***iTunes #9 Top Rock Albums.***

Master of Fine Arts, Media Design; March 2017
Full Sail University; Winter Park, Florida
Salutatorian
Graphic Design USA's Student to Watch in 2017
Advanced Achievement Award
Course Director's Award: Design Research & Motivation

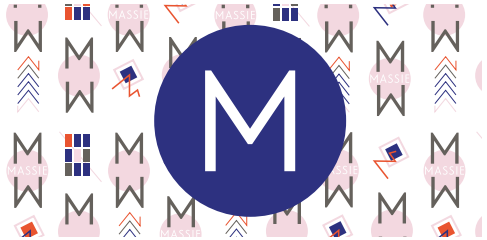
St. Paul's Lutheran Preschool

Logo, **Branding** and **custom illustrations** for Savannah, GA preschool. The client wanted the identity to appeal to parents of prospective students, communicating high-quality education and care while having a memorable mark that also resonated with the children that attend. One of my favorite aspects of this project was pairing the cleaner logo with playful custom illustrations for the school to use for flyers, emails, and other collateral.

COLOR PALETTE

MASSIE
HERITAGE CENTER
Savannah's Museum for History & Architecture

Logo and **Branding** including **custom patterns** and **map icons** for Savannah, GA museum and historic school. The logo was inspired by the original 1856 building signage, but the rest of the previous identity was completely reworked to communicate a fun, fresh, and interactive space for learning. The building hosts tours to both schoolchildren and local tourists so the identity is designed to appeal to both groups.



SCHOLASTIC MINDS ACADEMY

HENRY PLUMBING CO

VILLAGE SQUARE CERAMICS

McCALL'S HVAC

Founder's CIRCLE
Savannah LGBT Center

SAVANNAH WATERFRONT ASSOCIATION

10 TREE BREWING

SAVANNAH BACON FEST

heartful yogi
reiki • yoga • art

Elite Memories
BOUTIQUE

BEAUTIFUL. UNIQUE. EXCLUSIVE.

COLOR PALETTE | TEXTURES

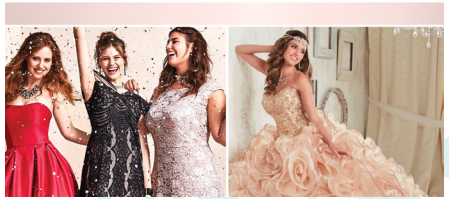
TYPOGRAPHY SAMPLE

LIGHT THE NITE.

Elite Memories Boutique is participating in this month's Downtown Nites event! A selection of our short and midi dresses will be **50% OFF** from 5pm-9pm. Look forward to seeing you there!

MESMERIZE • Headline | **Warnock** • Body Copy

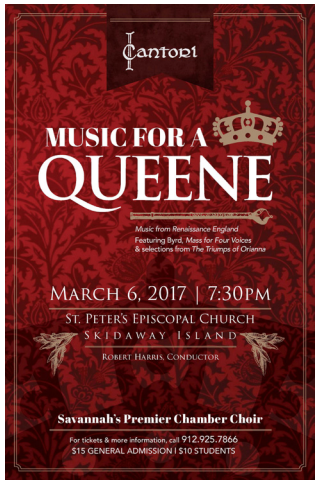
Logo , **Branding**, and **custom illustration/pattern** for Alamogordo, NM dress boutique. The challenge here was to create a fresh new visual brand identity that effectively communicates the adjectives expressed in the tagline and that appeals to both teens for proms, pageants, and quinceaneras and blushing brides for their once in a lifetime event! The bold illustration pattern speaks to the youthful spirit of the younger audience while the rose-to-sky gradient speaks to the transition of these formal events and occasions.



Logo and **Branding** for a new grab-and-go bakery and deli in Savannah, GA. The client wanted a retro (but of course modern) comic logo inspired by the classic Batman "POW!" that would also be fun for stickers, shirts, and other merchandise.

SELECTED POSTERS & ADS

Posters and Advertisements for a variety of clients.



Janus, Digital Illustration

Adobe Photoshop CC
Adobe Illustrator CC
Adobe InDesign CC
Adobe Muse CC
Adobe Experience Design CC
Adobe After Effects CC
Adobe Photoshop Sketch
Adobe Illustrator Draw
Adobe Comp CC

Adobe Premiere CC
Adobe Acrobat Pro DC
Affinity Designer
Affinity Photo
Procreate
iMovie
GarageBand
Microsoft Office
Illustration

Photography
Social Media
Copywriting
Web/Basic HTML, CSS
Basic Animation/Motion Graphics
Print, Packaging, Signage
UI/UX Design

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