

JULIA BALES | INTERACTIVE ART DIRECTOR

792 Greenfield Crescent, Newmarket, Ontario, L3Y 3B3
416.904.9488, flashgurl@rogers.com
www.flashgurl.net

Skills

- Can contribute to the pitch, research, strategy, concept and production phases for every project
- Extensive experience in motion design, corporate identity and interactive design
- Highly organized with excellent time management skills
- Versed in user-centered design practices
- Motivational leader, manager and team player
- Excellent presentation skills
- Dedicated to keeping up with marketing, technology and design trends and innovations

Skills (Hardware & Software)

Photoshop, Illustrator, Dreamweaver, InDesign, Acrobat, Flash, MS Word, QuarkXpress, HTML, After Effects (basic), Javascript (basic), Actionscript (basic), Mac Platform, Windows Platform

Education

TREVI media Advanced Flash 5 course
Humber College, October 2000 graduate

The International Academy of Design
Graphic Design Diploma, 1997 graduate

OAC Art Student
Pickering High School, 1995 graduate

Awards

- 2001 Digital Marketing Award
- 2005 Canadian Marketing Award, Gold
- 2005 International Nestlé Partner of Excellence Award
- 2006 Digital Marketing Award. Integrated Campaign, Certificate

Hobbies & Membership

Yoga, drawing, art & design, mountain biking, snowboarding, reading, equestrian, hiking. Member of Digital Eve, Flash Goddess, Flash in TO member. Currently sitting on the Seneca College Digital Media Advisory Board.

Employment

Interactive Designer / Art Director / Creative Director

Julia Bales Interactive Artist
September 2007 – Present

Conceptual development, interactive design, art direction and flash design for a variety of clients. I have worked on contract basis for BBDO, henderson bas, Capital C, Youthography, Young & Rubicam, Organic™ and many more.

Designer

Earth Rangers

February 2009 - September 2010

Building Brand identity for Earth Rangers and Earth Rangers Campaigns. Developing look and feel of child focused content (traditional & online). Corporate brochures, signage, collateral, tradeshow materials, child focused online experiences, visual presentations and style guides.

Interactive Design Lead

FUSE Marketing Group

November 2006 - February 2007

Leading all interactive art direction and design. Over-seeing and helping designers & art directors. Developing concepts, compositions, and flash design. Leading client presentations. Working directly with other agencies to develop strong integrated promotional campaign solutions for clients such as Nivea, Mega Bloks and Tetley USA.

Senior Art Director

MacLAREN MRM

August 2004 – November 2006, March 2007 - August 2007

Lead Art Direction of interactive campaigns & web sites for Nestlé, Rogers, McNeil, Sony and General Motors accounts. Presenting creative directly to client. Developing style guides and rationales. Overseeing designers, photographers, video editors, motion designers, sound designers and 3D artists. Brainstorming and creative concept development. Experience working on integrated teams / projects. Attending photo and video shoots.

Art Director / Flash Developer & Designer

Much Greater Than Communications

September 2003 - May 2004

Developing successful online communication strategies for Royal Bank and Holt Renfrew accounts. Leading client meetings, preparing creative strategy briefs, pitching concepts, storyboards and comps. Motion graphics design and Flash Actionscript development.

Interactive Designer / Developer

mindblossom - a creative communications agency

May 2002 - August 2003

Art direction & production of websites, ad campaigns, and online promotions for eBay, MSN and the Premium Beer Company. Developing corporate identity.

Interactive Designer / Developer

blue*spark

November 1999 - March 2001

Designing and generating online media. Developing corporate brand and identity. Training others in Flash. Preparing creative briefs and dealing with usability issues. Working with clients to build successful online strategies.

Art Director / Creative Services Coordinator

Gallop & Gallop Advertising

November 1998 - September 1999

Creating and prepping company ads, brochures, stationary, spec art, and business presentations. Maintaining company web site. Creating interactive business presentations and online communications.