

Julia Yeager

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Education

James Madison University, Harrisonburg, VA

Bachelor of Science: Media Arts and Design

Concentration: Interactive Design

Minor: General Business

Honors: Dean's List: Fall 2019, Fall 2021, Spring 2022

Awards: School of Media Arts and Design Alumni/Professional Advisory Council Scholarship,

Live Lead Learn: Tri Delta National Scholarship, 300Brand PRSSA Scholarship

Expected Graduation: May 2023

Cumulative GPA: 3.5

Major GPA: 3.6

Skills

- Adobe Creative Cloud
- HTML & CSS
- Bootstrap
- GitHub
- P5js
- Microsoft Office
- Google Workspace
- Canva
- Adobe XD/ Figma
- User Interface Design
- UX Research
- Ideation/Prototyping
- Wireframing
- Project Management
- SEO

Course Projects

KPMG Sponsored Interactive Design & Computer Information System Capstone Competition

Fall 2022

First Place Winner/ Team Visual Designer and Front-End Developer

- Served as team's Visual Designer and Front-End Developer where was responsible for the branding, look, and feel of the user interface of the website produced through HTML and CSS coding
- Collaborated with JMU College of Business students and through design sprints, our team developed the best overall functional, visual, and user-centered website that met and exceeded the goals of our client and diverse panel of judges

Institute for Education in International Media (iei Media), Urbino, Italy

Summer Session, 2022

Multimedia Journalist

- Created multimedia portfolio documenting the people and places of Urbino and the Marche Region of Italy
- Learned how to navigate as a professional media producer in a foreign culture by working with Italian translators/interpreters to craft ready-to-publish feature stories
- Mentored by an experienced staff, including a Pulitzer Prize-winning journalist and a team of professionals with experience as Washington Post photographers, magazine executive editors, and major television market videographers

Experience

Bluestone Communications, Harrisonburg, VA

Creative Director

Aug. 2022 - Present

- Responsible for all creative material produced for firm and all account-team clientele
- Supervises, through quality assurance chain, all materials created by team members on or before established deadlines
- Acts as a liaison between 9 creative team members and other firm executive team members

Bluestone Creative Coordinator

Jan. 2022 - May 2022

- Collaborated with Creative Director in developing the designs and styles of flyers, letterheads, letters, newsletters, and social media posts for the firm
- Consistently checked the progress of Creative Associates and Interns for their designated account

Creative Intern

Aug. 2021 - Dec. 2021

- Assessed needs with 6 local clients to produce multimedia content for their public relations needs

The Bluestone, James Madison University's Yearbook, Harrisonburg, VA

Aug. 2019 - Present

Design Editor

Aug. 2021 - Present

- Oversees a team of 12 designers and their spread designs
- Plan all design aspects of university-distributed book including theme, colors, fonts, and cover design
- Responsible for keeping the book cohesive and accountable for making sure all work is submitted by deadlines
- Awarded by the Associated Collegiate Press a Pacemaker Finalist (2022 Edition)

JMU University Events, Harrisonburg, VA

Oct. 2021 - Present

Event/ Design Intern

- Collaborates with a University Event team member in the planning and implementation of a variety of events including commencement, presidential events, donor events, and other events on campus as needed
- Creates 10+ graphics, invitations, press-passes, etc. (anything media related) for events weekly

Tri Delta, Gamma Tau Chapter

Sept. 2019 - Present

Vice President Community Relations

Mar. 2021- Present

- Oversees and directs 4 officer positions: Director of Diversity, Equity, and Inclusion, Director of Philanthropy, Director of PR & Marketing, and Director of Social Events to assist leading a chapter of 250 members