

# Julene Jorgensen

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## EDUCATION & SKILLS

Adobe Illustrator  
5+ Years experience

Adobe InDesign  
4+ Years experience

Adobe Photoshop  
4+ Years experience

Adobe Lightroom  
2+ Years experience

Adobe Acrobat  
4+ Years experience

XML  
2+ Years experience

Microsoft Powerpoint  
4+ Years experience

iMovie  
4+ Years experience

Wordpress  
4+ Years experience

Shopify  
1 Year experience

Klayviyo  
1 Year experience

Brigham Young University—Idaho  
B.S. in Graphic Design

## TECHNICAL EXPERIENCE

### CREATIVE DIRECTOR

Athia Skincare  
June 2018 — July 2019

- Managed content and scheduling for social media accounts including Instagram, Facebook, Twitter, and Pinterest.
- Managed photo and video shoots by booking locations, models, makeup artists, and developing an overall aesthetic.
- Designed packaging, email campaigns, social media posts, signage, apparel, website layout, product pages, print materials, and trade show booth.
- Product photography for campaigns and social media. With and without models.

### GRAPHIC DESIGNER

The Church of Jesus Christ of Latter-day Saints  
August 2011 — June 2018

- Managed multimedia projects of educational materials; formatted layouts for manuals, forms, and brochures
- Lead a team that provides technical support for web content translation and imaging for one of the most visited websites in the world (lds.org--2,500 of 644,000,000)
- Improved the web imaging system by combining XML transform tasks and image archiving to speed up delivery process by two days.

### FREELANCE GRAPHIC DESIGNER

Deseret Book  
April 2012 — August 2012

- Conceptualized and designed eBook covers, organized page layouts for books, and reformatted on-demand print orders

### FREELANCE GRAPHIC DESIGNER AND PHOTOGRAPHER

Trailridge Family Dental  
September 2009 — Present

- Design informational and appealing brochures, postcards, and other promotional materials
- Produce individual and company-wide employee photographs, office pictures, and oversee models for the website and brochures

## VOLUNTEER EXPERIENCE

### BYU-IDAHO MENTOR

Brigham Young University—Idaho

- Provide advice and networking support to both current students and fellow alumni.

### EVENT PLANNER

Ghouls in the Pool and Pool of Music

- Plan and host Ghouls in the Pool and Pool of Music. Ghouls in the Pool is a Halloween dance party and haunted trail. Pool of Music is an outdoor live music event. Both raise money for local charities and families in need.