

Juliana Calle

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EDUCATION

**Bachelor of Fine Arts:
Art and Design | December 2014**

University of Houston, Clear Lake
Houston, Texas

INTERNSHIP

Moroch Partners | Fall 2014

SKILLS

- Adobe Creative Suite
- Microsoft Office Suite
- Design thinking
- Creative design layout
- Concept development
- Customized template design
- Illustration sizing
- Pre-press
- Chart and graph development
- Work planning and prioritization
- Ability to work in a fast-paced environment
- Leadership
- Problem solving
- Empathic
- Fluent in Spanish

AFFILIATIONS

- Junior League of Austin
- CASA of Travis County
- Schwab Organization of Latinx

PRODUCTION STUDIO DESIGNER

Experienced designer with a demonstrated history of working in the industry for over 14 years. Skilled in studio production, art education, pre-press, digital printing, and visual arts. Goal-oriented and focused on overseeing projects from concept through final delivery. Able to create brand messages, strategies, and key graphic productions. Resourceful and hardworking with pre-press expertise and empowering leadership skills.

EXPERIENCE

Charles Schwab Creative Center, C² | January 2016–Present

Manager, Graphic Design & Production

- Work closely with Art Directors and Print Managers to produce print, digital, and web-ready files ensuring accuracy while maintaining campaign and brand specs and creative integrity.
- Produce various marketing collateral and fulfillment of regulatory communications for Schwab and Schwab clients, working with templated designs, following strict brand guidelines and compliance requirements.
- Led internal creative projects from concept to completion.
- Subject matter expert on various ongoing and recurring campaigns such as the annual report, yearly golf and ski promotions, as well as the Charles Schwab Challenge.
- Aid in the optimization of marketing onboarding processes and led the C2 Buddies program, matching new employees with tenured employees.
- Retouch and process company employee portraits for the “Schwab” and their professional usage.
- Community ambassador partnering with non-profit organizations to lead and organize volunteer projects for Schwab Volunteer Week 2024.

Trukmann’s Reprographics | January 2015–January 2016

Graphic Designer, Production Artist/Color Technician

- Designed, pre-pressed, laid out, and fulfilled quality products for clients such as Johnson & Johnson, Honeywell, and ADP, as well as for local companies.
- Oversaw fulfillment and finishing processes post-press.
- Managed intern development through training and task assignments.

Office Depot | July 2008–January 2015

Copy and Print Specialist

- Customer Service—Worked with clients on a one-to-one basis to understand ask and ensure quality.
- Designed and fulfilled personal and commercial orders, including business cards, flyers, posters, brochures, and other marketing collateral.