

# 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
- Leadership
- Problem solving
- Ability to work in a fast-paced environment
- 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 15 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, C<sup>2</sup> | 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 as well as creative integrity.
- Produce a variety of marketing collateral and fulfillment of regulatory communications for Schwab and Schwab clients, working with templated designs, following strict brand guidelines and compliance requirements.
- Lead internal creative projects from concept to completion.
- Subject matter expert on various ongoing and recurring campaigns such as the Schwab Chairman's Circle, and the yearly golf and ski promotions, as well as the Charles Schwab Challenge.
- Helped optimize marketing onboarding processes and lead the C<sup>2</sup> Buddies program, matching new employees with tenured employees.
- Retouch and process company employee portraits for the "Schweb" and their professional usage.

**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.
- Created print and web templates for a Johnson & Johnson-Walmart web portal to facilitate distribution of pharmaceutical information to doctors and their patients.
- Managed intern development through training and task assignments.

**Office Depot | July 2008–January 2015**

*Copy and Print Specialist*

- Customer Service—Worked with clients in 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.