

**JULIANA BOOKER**

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 jules@julwork.com  
 www.julwork.com

**WORK EXPERIENCE**

Art Director / Print Production Specialist \_\_\_\_\_ January 2007 - present  
 JULwork, Inc. | Atlanta, GA

Contract graphic and print production work specializing in print media and focusing in the not-for-profit industry. Clients include Marcus Jewish Community Center of Atlanta, World Children’s Center, The Nat Moore Foundation, Grace Scholars and Catholic World Mission, among others.

Art Director / Print Production Specialist \_\_\_\_\_ March 2001 - January 2007  
 Miller Zell | Atlanta, GA

Retail store design. Accounts included Walmart, Home Depot, Exxon-Mobil, Coca-Cola and H&R Block. Worked closely with project managers, buyers, print brokers, a creative team and installers for seamless transitions from drawing table to retail environment.

Print Production Specialist / Graphic Designer \_\_\_\_\_ May 2000 - March 2001  
 Contract Artist | Atlanta, GA

Worked closely with individuals to build brands for start-up companies. Began with conceptual work and followed through to finished products.

Print Production Specialist / Graphic Designer \_\_\_\_\_ November 1997 - March 2001  
 IMAGEPRO | Atlanta, GA

Designed catalogs, books, brochures, media covers, company collateral, logos, postcards, magazine/newspaper ads, direct mail, financial reports and company promotional materials.

Editorial Graphic Designer \_\_\_\_\_ February 1999 - May 2000  
 Schroeder Publishing LLC | Atlanta, GA

Performed layout, editing, scanning and illustration for four monthly newspapers. Designed ads, media kit and company promotions as well as updated the website and performed pre-press production.

Freelance Graphic Designer \_\_\_\_\_ December 1996 - January 1999  
 Contract Artist | Atlanta, GA

**EDUCATION**

Art Institute of Atlanta | Atlanta \_\_\_\_\_ AA, Visual Communications, September 1997

**SKILLS**

Apple Macintosh, Retail Store Design, Adobe Creative Suite, Pre-Press / Print Production, Troubleshooting

**PROFESSIONAL MEMBERSHIPS / AFFILIATIONS**

Carrie Steele-Pitts Home, Inc., Board of Directors  
 National Association of Professional Women, Member  
 Graphic Artists Guild, Member

**INTERESTS**

Indoor Rowing (ERG); donating time and skills to charitable organizations; spending time with family

**REFERENCES**

Listed on page 7. Additional available upon request.



**www.westcoastworkout.com**

Designed this company from the ground up — business concept to website; book publishing to merchandise lines.

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**www.icsm2012.com**

HTML site built from the ground-up (including logo design).

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**www.us10k.org**

Actually a very dynamic site but, due to the economy, they are not having a race this year so most all of the pages/information has been removed until further notice. It is a content-management site so the client has complete access and can update at will.

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**www.thechronicle.gpc.edu**

Content-management site for Georgia Perimeter College alumni magazine.

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**www.csph.org**

Non-profit website that is managed but did not originally build. Updated the graphics and add new information on a regular basis. Update of the HTML site is currently in progress and is migrating to a CMS platform.

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**www.smyrnaacademyofexcellence.org**

Content-management site for a charter school.

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**www.corpsports.com**

Design consultation for corporate site with simple navigation. Very clean and effective.

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**www.mammothcarpentry.net**

Basic site design included that began with graphics (including logo design) and consultation on coding.

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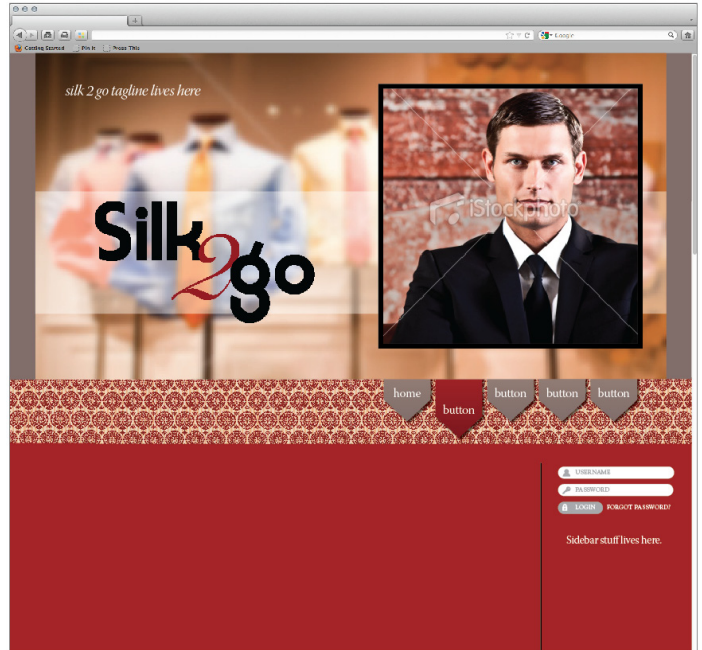
**www.flux-me.com**

Personal blog built on Wordpress.

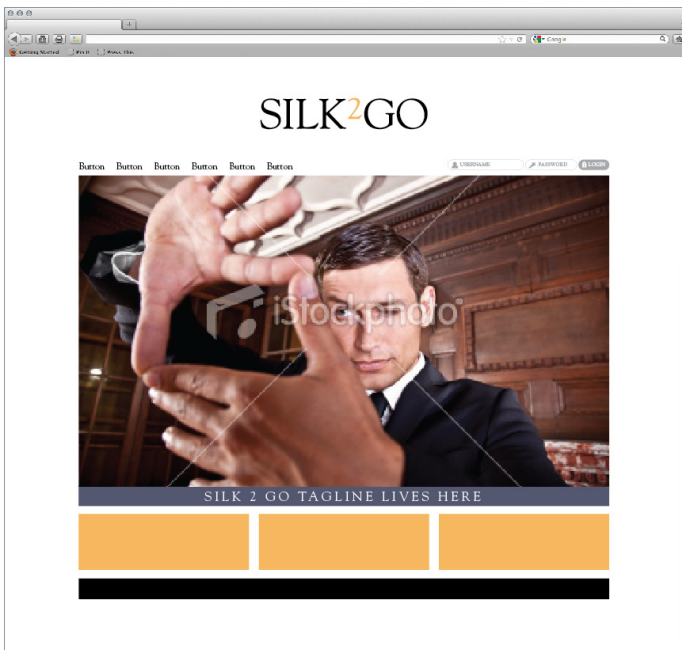
CONCEPT 1



CONCEPT 2



CONCEPT 3



## REDESIGN

ACTION ALERT GOES HERE — ACTION ALERT GOES HERE — ACTION ALERT GOES HERE



SEARCH



Who We Are

What We Do

Where We Are

Ways We Help

News & Happenings

Director's Corner

CONQUERING POVERTY *with the Richness of Our Catholic Faith*



Mano Amiga

ANNUAL FUND DRIVE

Please consider giving the gift of education to an impoverished child.  
*Your help is needed!*

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4ways

WE HELP

endless possibilities

- Education >
- Medical Missions >
- Evangelism >
- Disaster Relief >

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Director's CORNER

Read Our Executive Director's Blog



News & Happenings

Dylan's Diary?

Should it be online?

Donor SPOTLIGHT



LYNN DERY

We support Catholic World Mission monthly because we believe in helping the less fortunate on their journey to long term sustainability. We feel confident that our donations directly benefit the poor and appreciate the

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CABI & JOSMAR



MIQUEL



CARLOS DAVILA



GHANA RELIEF



EVELIA & FAMILY



JONES

Who We Are

What We Do

Where We Are

News & Happenings

Director's Corner

Ways We Help

Education

Medical Missions

Evangelism

Disaster Relief

Success Stories

Ways You Can Help

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Action Alert

CATHOLIC WORLD MISSION

A 501(c)3 Nonprofit Corporation

590 Columbus Ave. • Thornwood, NY 10594

Amber R. DeMartino

Phone: 1-800-961-8153

Fax: 678-868-2185

info@catholicworldmission.org

## ORIGINAL



The original website layout is highly cluttered and lacks a clear visual hierarchy. It features a dense arrangement of text, images, and navigation elements, making it difficult to scan and understand the primary message. The design is dated and does not utilize modern web design principles for readability and user experience.



WEST COAST WORKOUT.

A LIFESTYLE FITNESS STUDIO BY TAMMY STOKES



■ GOOD  
**ACTING**  
STUDIO

hit the mark } get the part.

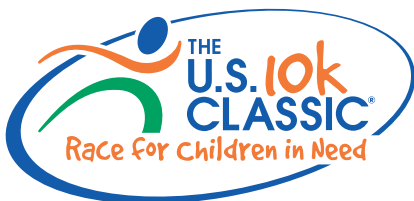
UPDATED

ORIGINAL



UPDATED

ORIGINAL





Give 'em a call and they will tell you,  
in their words, how much my work rocks.

Additional references are  
available upon request.



### **TAMMY STOKES**

Body Designer, Wellness Warrior, Motivational  
Speaker and Creator, West Coast Workout  
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### **ERIKA FAVORS**

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### **LIZ WINKLER**

Marketing/GOAL Scholarship Coordinator  
Holy Spirit Preparatory School  
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The whole is only as good as the sum of its parts.  
I look forward to working with an established  
team of smart, talented people—the best of the  
best, committed to what they do.



**JULIANA "JULES" BOOKER**  
Creative Director and Production Manager

Jules graduated in 1997, from The Art Institute of Atlanta, with a degree in Visual Communications. She began her creative career in pre-press production and graphics design where she was exposed to the behind-the-scenes world of the printing and newspaper industries. In 2001, she moved into the world of environmental design. During this time, she headed a team of designers for Walmart Canada, was a team member for the Turner Field re-branding and worked with clients such as Coca-Cola and The Home Depot. Since 2006, Jules has continued to flourish as a creative director and print broker with amazing clientele including West Coast Workout, Turner Broadcasting, Gatorade and Publix.

Jules brings years of experience to the table in corporate and not-for-profit branding and design. She ensures jobs are done on-time and on budget; every campaign is taken to the next level with speed, accuracy and a cheerful demeanor. The Jules motto? Everyone deserves great design at a great price.

Jules takes pride in giving back to the community too. She has been involved with many charitable institutions throughout the years such as Blaze Sports, United Way, and the Atlanta Community Food Bank. Currently she volunteers her time and efforts with the Bobby Dodd Institute and sits on the Board of Trustees for Carrie Steele-Pitts Home ([www.csph.org](http://www.csph.org)). She is also a member of the National Association of Professional Women ([www.napw.com](http://www.napw.com)) and the Graphic Artists Guild ([www.graphicartistsguild.org](http://www.graphicartistsguild.org)).