

# JULIE VACCARO

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## EXPERIENCE

### SOFAR SOUNDS - LOS ANGELES *May 2016 - present* CREATIVE DIRECTOR

- Currently managing over 20 designers
- Designed over 10 show posters; continuing to design at least 2 every month
- Designed a customized Los Angeles Sofar logo
- Designed Sofar Sounds Los Angeles merch
- Designed snapchat geofilters for specific Sofar shows
- Designed employee's business cards
- Implemented a system when we had too many shows and not enough man power to design all of the posters

### PLUTO TV *July 2014 - present* DESIGNER

- Created and implemented over 50 channel brand identities
- Designed all promotional images for 6 major global app stores
- Designed hundreds of global brand ads and channel network specific ads
- Created social media site assets for 5 different social platforms
- Designed all Pluto TV emails and marketing imagery
- 1 of 3 designers involved in a massive company re-brand in August 2015
- Promoted from Graphic Designer to Strategic Design in just 10 months

### OPEN ME CARDS *August 2013 - July 2014* CREATIVE DIRECTOR

- Designed and wrote copy for over 75 original featured cards
- Managed artist relations, overseeing over 300 artists who contributed over 500 designs
- Collaborated with major corporations for exclusive campaigns such as Dove, John Hancock, and Walmart
- Created banners for the website and marketing emails seen by thousands of users
- Created celebrity birthday cards for the likes of Betty White, Snooki, Whitney Port, and more who then promoted us on their own social media sites

### CLUB DOWNUNDER / UNION PRODUCTIONS *May 2012 - July 2013* GRAPHIC DESIGNER

- Designed promotional material for FSU's on-campus music venue Club Downunder, The Moon, and Ruby Diamond Concert Hall
- Challenged and strengthened my design skill with our wide event catalog ranging from Kendrick Lamar to comedians to karaoke parties to grungy local cover bands
- Designed over 100 event posters, 3 billboards displayed around Tallahassee, FL, 4 brochures handed out to tens of thousands of students
- Created merch for the venue including a t-shirt, stickers, planters, etc.

## EDUCATION

### FLORIDA STATE UNIVERSITY *August 2009 - May 2013* BACHELOR OF ARTS ART HISTORY MINOR

### FLORIDA STATE UNIVERSITY *January - April 2011* FLORENCE ITALY STUDY CENTER

- Extensively studied Italian culture through classroom and volunteer experience
- Further facilitated in understanding Italian culture and language

## SKILLS

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Microsoft Office  
Screen Printing  
Book Structures  
Typography  
Photography and  
Film Development  
Strong group  
collaboration skills  
Adaptable and  
versatile

## WEBSITES

[www.behance.net/juvacc](http://www.behance.net/juvacc)  
[www.julievaccaro.com](http://www.julievaccaro.com)

## PROJECTS

### FREELANCE *May 2012 - present*

- Album cover, Camille Trust - Wake Your Body Up
- Branding and logo for popular music blog, Ur Neighbor's Pizza Party
- Branding / logo for This+That lifestyle blog
- Branding / logo for Like Mother Like Daughter eating disorder prevention program
- Business cards for multiple clients
- Brand book for clothing line, Naked Nomad