



JULIE CARVER

DESIGN DIRECTOR

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PROFILE

A LITTLE INFORMATION ABOUT ME

Hello, I'm Julie, your fearless leader, favorite boss, team advocate, brainstorm partner, and deadline achiever. I'm a Design Director, but really I'm a builder. I make and launch things into the world. And by things, I mean brands, products, content, and strategies that connect with people. My secret sauce is a fine blend of art direction, creative ideation, research, and strategic brand thinking.

Throughout my career, I've led the convergence of digital, product design, advertising, and content. I'm an entrepreneurial creative, able to challenge traditional ways of thinking, and inspire others to do the same.

SKILLS

- BRAND STRATEGY & VISUAL DESIGN LAUNCH PLANS
- TEAM BUILDING & CAREER DEVELOPMENT
- USER TESTING & MARKET DATA ANALYSIS
- MARKETING COLLATERAL STRATEGY & DESIGN
- USER INTERFACE & APPLICATION DESIGN
- EXPERT PRESENTATION SKILLS
- NEW BUSINESS DEVELOPMENT
- B2B & B2C EXPERIENCE
- USER STORY & PERSONA GENERATION
- DEVELOPMENT BASELINE EVALUATION
- ADOBE CS, SKETCH, INVISION, ZEPLIN EXPERTISE
- PROTO.IO & AXURE PROTOTYPING EXPERIENCE
- WORDPRESS, DRUPAL, SHOPIFY, HTML/CSS TRAINED

EDUCATION & AWARDS

UNIVERSITY



1997–2001
Advertising Design, BFA

UNIVERSITY OF
SYRACUSE

CONTINUING



2004–2006
Design, CSS, HTML

SCHOOL OF
VISUAL ARTS

AWARDS



Design Execution
Innovation Packaging

AIGA
GD USA

EXPERIENCE

THE COMPANIES I'VE WORKED WITH

2019-present

DIRECTOR OF UX DESIGN AND RESEARCH CABELA'S & BASS PRO | DENVER, COLORADO

Collaborate with leaders of the Engineering, Operations and Retail teams to create frictionless customer-centric experiences across all of Bass Pro and Cabela's e-commerce and mobile app properties. Currently leading the effort to redesign the UX/UI of both brand's e-commerce websites.

Recent projects have achieved 6-10% conversion rate improvements based on user-tested designs that expertly articulate ideas and design decisions. Lead a team of 6 designers.

2018-2019

CREATIVE DIRECTOR 9THWONDER GLOBAL AGENCY | DENVER, COLORADO

Led an award-winning team of UX, visual designers and videographers to craft fluid responsive websites, client brand positioning, development, and broadcast spots. Elevating and evolving the 9thWonder brand and redesign of the website.

Clients: Quiznos, Arrow, Budweiser, Coleman, Niman Ranch, Barefoot Wines

2015-2018

CREATIVE LEAD / DESIGN MANAGER PING IDENTITY | DENVER, COLORADO

Creative lead on the company rebrand launch, strategic digital marketing campaigns, overarching mobile and web properties and event presence.

Directed the redesign process of Ping's responsive website, through research, development and usability testing. This work improved the bounce rate by 42% and increased sales conversions by 62%. Improved digital campaign conversion by 78% and event attendance by 98% through leveraging website personalization tools.

2015-2015

LEAD UI/UX DESIGNER SPORTSLABS | BOULDER, COLORADO

Designed extensive mobile applications to deliver easy access to user's favorite players' stats and team scores. Partnered with the business development team to design and pitch multiple fortune 500 accounts.

Clients: NBA, University of Texas, USA Rugby, University of Oregon, East Coast Conference, West Coast Conference, Ivy League

2012-2015

DIGITAL DESIGN LEAD/CREATIVE MANAGER GAIA | BOULDER, COLORADO

Managed the redesign and rollout of the overarching Gaia brand and streaming platform site usability and architecture. Conducted brand testing which resulted in an increase in user engagement by 83%.

Worked closely with CMO to develop innovative marketing campaigns to drive subscriptions. Hit 120% of yearly acquisition goal due to quiz-based tactics and web personalization. Managed a team of 5 designers, 3 freelancers, 2 copywriters.

2011-2012

SENIOR INTERACTIVE ART DIRECTOR INTEGER | DENVER, COLORADO

Conducted digital art direction and development of global campaigns within national channels, from conception to in-store evolution.

Clients: P&G - Clairol, Wella, Tide, Amazon, MillerCoors

2005-2011

GSG MARKETING SOLUTIONS SENIOR DESIGNER | NYC

Led art direction and design of multiple design disciplines: website, brand communication, marketing initiatives, and packaging. Managed 2 designers.

Clients: L'Oréal, Maybelline, Garnier, Ralph Lauren, Elizabeth Arden, Saks Fifth Avenue, Hershey's, AT&T, Colgate, FAO Schwarz, Disney, Ducati, MLB, Revlon