

Visual Designer

Career summary

I am a skilled visual designer with expertise in digital and printed collateral including reports, magazines, books, newsletters, promotional brochures, fliers and websites. Industries that I've created materials for include finance, education, tourism, music and cultural festivals, theater and retail.

Professional experience

CAA, COS, University of Idaho, Moscow ID 03/2023-present

MARKETING COMMUNICATIONS ASSISTANT

Print and social media collateral, including:

- Social media posting news and announcements for over 35 events, including: the Snail Hunters film debut, Vandal Giving Day, Summer Design Days, the Pollinator Garden project
- Report design (24-pgs) *Highlights from Fall 2024—for the CAA Fall Advisory Meeting* for University of Idaho (UI), College of Art & Architecture (CAA) (<https://bit.ly/41xtbPU>)
- Logo and postcard design for UI College of Science, 2024 Vandal Science Day
- Two 6 ft outdoor banner designs for UI CAA: *The Future Will Bring Big Changes* and *Design a Better World*

Amz Design (sole proprietorship), Moscow, ID 06/2016-present

ART DIRECTION, GRAPHIC DESIGN, ILLUSTRATION.

Designed digital and print collateral, including:

- Brand guide & brochure for MCIC, Moscow, ID
- Report design (28-pgs) *Examinations, Supervision, Enforcement Legislation & Policy Priorities 2024* for the the Securities Commission of The Bahamas (<https://bit.ly/43Qd56u>)
- Poster art direction, and design and layout of program book for Shakespeare in Paradise theatre festival in Nassau, Bahamas (2009-2025)
- Over 100 fliers and accompanying social media musicians
- Design of over 35 books for self published authors and artists

Auxiliary Services, University of Idaho, (UI), Moscow ID 02/2023-09/2023

GRAPHIC DESIGNER. (temporary, remote)

Created print and digital collateral for over 100 projects including:

- Brochure design (32-pgs) for the Housing & Residence Life Viewbook 2023-2023, *Vandal Living: Close to Everything* (<https://bit.ly/4kx1Rd8>)
- Menu designs for The Lookout restaurant at the Vandal Course
- Signage, fliers and brochures, for the Vandal Golf Course
- 5 Large scale outdoor street banners and a festival backdrop
- 10 Digital signs at the Kibbie Dome Stadium & ICCU Arena
- Banners and signage for the UI VandalStore

Office of Technology Transfer (OTT), UI, Moscow, ID 06/2020-12/2022

WEB DESIGNER & COMMUNICATIONS SPECIALIST.

- Website design for the Office of Technology Transfer (OTT): www.uidaho.edu/research/ott
 - organized and edited website content
 - selected and sized all images
 - designed 90+ pages
 - followed UI brand guidelines
- Coordinated with IT to create a digital service portal/ticketing system: support.uidaho.edu/TDClient/40/Portal/Requests/ServiceDet?ID=789
- Conceptualized, researched wrote and designed 47 issues of the bi-monthly *Tips & Tricks IP Newsletter*.
- Wrote press releases, designed fliers to promote webinars

Julia P. Ames

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Portfolio: www.amz-design.com

EDUCATION

Associates degree

Graphic design & Illustration
Algonquin College
Ottawa, ON
09/1982-04/1985

Undergraduate

Fine Art Painting
University of Idaho
Moscow, ID
09/1977-05/1978

SOFTWARE

- Adobe Creative Cloud
InDesign, Photoshop, Illustrator, Acrobat, Bridge, Premiere
- InDesign EPUB format
- HTML
- MailChimp
- Canva
- Microsoft Word, PowerPoint

SOCIAL MEDIA

[LinkedIn.com/in/julia-p-ames-461b83a/](https://www.linkedin.com/in/julia-p-ames-461b83a/)

SKILLS

- Creative strategic design
- Bold use of color
- Intuitive use of typography
- Structurally designed layouts
- Print and digital formats
- Adherence to brand identities
- Prepress skills
- Reviewing proofs
- Photo-editing for print
- Internet image optimization
- UX design for websites
- Social media posting
- Content creation
- Digital illustrations
- Digital newsletters
- PowerPoint slide decks
- Mentoring others
- File organization
- Problem solving
- Attention to detail
- Time management skills
- Project management
- Communicating to stakeholders
- Client presentations
- Track design trends

Etienne Dupuch Jr. Publications, Nassau, Bahamas
(On-site until 2016; remotely until 2020)

06/2003-03/2020

SENIOR GRAPHIC DESIGNER.

- Editorial layouts for over 150 issues of magazines and books
- Art direction, design & layout for *The Bahamas Investor*, *the Dining & Entertainment Guide for Nassau*, *What to Do Freeport*, *What to Do Nassau*, *Nassau Map*, *Freeport Map*, *Welcome Bahamas*, *Welcome Freeport* and the *Bahamas Handbook*.
- Photography direction
- Retail marketing brochures and advertising for John Bull luxury brand stores in the Bahamas

John Kennedy & Associates Marketing, Etobicoke, ON.

01/2003-05/2003

GRAPHIC DESIGNER.

My responsibilities included:

- Design of print advertising for hotel chains: Marriott, Hilton, Renaissance and Comfort Suites
- Layouts of travel brochures for *Sunwing Canada*

Neglia Design Inc., Toronto, ON, Canada.

09/1997-10/2002

PRINT & WEB DESIGNER.

Created a wide range of print and digital collateral, including:

- Conceptual design, layout and illustration of annual reports; for Enghouse Systems Ltd., City of Toronto–Works & Emergency Services, College of Massage Therapists
- Design and illustration of press kits and retail POS signage and brochures, promoting the International Olive Oil Council-Canada and Wines of Germany Canada
- Design of seminar and conference collateral for the Treasury Management Association of Canada, including brochures, program books, and displays
- Canada corporate website and corporate Intranet website design and print collateral for AstraZeneca-Canada
- Advertisement designs for Sandals Beaches Resorts
- Several issues of *Agri-food Canada Magazine*

University Communications, University of Idaho, Moscow, ID. 04/1995-09/1997

PRINT & WEB DESIGNER.

- Directed the visual style and layout for 12 issues of the *UI Magazine*
- Created print and online versions of the *UI Register*, an employee newsletter
- Designed and illustrated the UI President's Report, 1997
- Designed site structures, wrote text, created graphics and coded HTML web pages for four websites

Prior freelance experience in Toronto with Harbourfront Centre, Spencer Francey Peters and other agencies.

Portfolio

View samples of my work at www.amz-design.com.

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Professional references

- **Daryle Faircloth**, Architectural Project Manager, Architectural & Engineering Services, University of Idaho, email: darylef@uidaho.edu, tel: 208-885-7346
- **Cindy Barnhart**, Communications and Marketing, College of Art and Architecture and College of Science, University of Idaho, text only: +1 (208) 596-7786, email: cbarnhart@uidaho.edu
- **John Kosh**, Director of Business Development, Marketing & Communications, Auxiliary Services, University of Idaho, t: (208) 885-5805, email: jkosh@uidaho.edu
- **Jeremy Tamsen**, Technology Transfer Officer, Washington State University (former U of I OTT director), c: +1 (970) 443-1476, email: jtamsen@gmail.com
- **Michelle A Ferguson**, Deputy Manager, Office of the Executive Director, Securities Commission of The Bahamas. Email: mallenferguson@scb.gov.bs, (WhatsApp) c: +1 (242) 425-6591, email: mallenferguson@gmail.com
- **Lilian Filler**, Associate Editor, *The Bahamas Investor* magazine at Etienne Dupuch Jr. Publications Ltd. We worked together for 6 years. t: (404) 509-6604, email: bettyfour94@gmail.com
- **Dr. Nicolette Bethel**, Director of the annual theatre festival, Shakespeare in Paradise (Nassau, Bahamas), c: (WhatsApp) +1 (242) 424-7629, email: admin@shakespeareinparadise.org
- **Etienne Dupuch Jr.**, Publisher, Etienne Dupuch Jr. Publications, Nassau, Bahamas: t: +1 (242) 323-5665, c: +1 (242) 357-7057
- **Greg Tino**, Director, Graphic Terminal. t: (416) 829-0057, email: greg@graphic-terminal.com

Personal references

- **Joyce and Nels Reese**, jreese@roadrunner.com, cell: (208) 310-6793
- **Greg Turner-Rahman**, Digital Technology and Culture Program Interim Chair, Washington State University, g.turner-rahman@wsu.edu, tel: (509)-335-3062
- **Shauna Corry**, Dean of the College of Art and Architecture, scorry@uidaho.edu, tel: 208-885-9301