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SUMMARY

Art Director with extensive experience in the publishing and content marketing industries. Expertise in design, production, re-design, typography, photo shoots, art commissions, custom titles, magazines, book covers and interiors, editorial, branding, packaging, and training. Leads teams to produce content on a multitude of topics, drives custom divisions that contribute to significant company revenue, and trains graphic designers, increasing production. Fosters strong relationships, art directing and designing for clients that include Kohls, Delish, Washington and Lee University, CBS, Hilton, and Ritz Carlton. Collaborates with illustrators, photographers, and stylists, to produce weekly, monthly, quarterly, and custom publications.

AREAS OF EXPERTISE

Art Direction | Consumer strategy | Marketing | Conceptualization| Packaging | Branding | Book design | Publication design and redesign | Social media | Project Management | Team Leadership | Training |

EXPERIENCE

Food Network Magazine

2023

Art Director

Conceptualized and executed editorial pieces monthly, including branded editorial. Created extensive layout mockups and mood boards for review and approval and produced pages from start to finish.

- Produced and art directed multiple photo shoots for every issue (on-set and remote). Collaborated with photo staff, photographers, prop and food stylists.
- Designed and produced the Special Edition Bookazine, "Summer Desserts".
- Produced special branded editorial for Kohls and the "Elf on the Shelf" franchise (The Lumistella Company).
- Handled color correction and production.
- Partnered with editorial staff to understand and assign editorial pieces to other members of art department.
- Redesigned visual vocabulary for Instagram posts and refreshed email newsletter design.

Callisto Media

2019-2022

Executive Art Director (2021-2022)

Oversaw a 6-person design team producing books on a multitude of topics including cooking, home schooling, sports, mental health issues, business, and relationships.

- Led conceptual meetings, approved mood boards, presented team cover designs to larger design group for strict critique, and monitored interior passes of each title to ensure quality and brand congruency.
- Drove production and design of custom titles division, a source of significant revenue that enabled repackaging of existing content to create new, cost-effective, titles. Created standardized production schedules and workflow systems increasing efficiency.
- Spearheaded in-house new formats division and made flashcard production initiative a reality for the company. Researched and implemented production efficiencies such as paper weight and overall product size.
- Hired and trained new graphic designers in style standards to support the team and increase production.

Senior Art Director (2019-2021)

Designed book covers and interiors adhering to tight schedules on a wide range of topics. Based all designs on data analysis, determining the strongest design to perform successfully in the marketplace.

- Created extensive mood boards, researched title competitors, and designed multiple cover options for department-wide critique.
- Designed select custom titles for various outside clients, such as ReaderLink. Repackaged existing content and produced new cover options and interiors shown for client approval.

Manifest, LLC
Senior Art Director

2016-2019

Art directed and designed monthly and quarterly magazine covers and interiors for clients including CBS, Ritz Carlton, and Hilton.

- Collaborated with editors, artists, and client partners to create on-brand editorial. Art directed still life photo shoots and commissioned unique illustrations for client approval.
- Fostered strong client relationships through extensive planning meetings and collaboration.
- Conceptualized and produced print element of a prototype media hub called "Works", pitched to investors.
- Devised redesign of Cleveland Clinic's donor magazine, "Catalyst", which moved forward to completion. Participated in client pitches to promote these designs.

Shopsmart magazine (from Consumer Reports)

2008-2015

Art Director

Created fresh takes for female consumers using in-house Consumer Reports testing data. Topics included food, home, health, money, beauty, and fashion.

- Defined editorial and visual direction of publication. Assisted with massive redesign that modernized and refreshed the brand. Translated complicated data, using on-brand visual style, and built multi-tiered editorial packages.
- Assigned illustration and art directed still life and food photo shoots. Outlined visual needs to stylists and photographers and provided on-set direction.
- Ran summer intern program, sourcing and interviewing talent and training and mentoring each hired student.

ADDITIONAL EXPERIENCE

Sports Illustrated for Women

Deputy Art Director

Created layouts about female athletes, exercise, and adventure travel.

- Assigned illustration and selected images for all editorial pieces.
- Designed all sections, including covers.

Men's Health

Deputy Art Director

Designed all sections of the magazine, through close collaboration with off-site edit staff. Assigned illustration and art directed workout, still life, and fashion photo shoots. Chose models for shoots and participated in on-location shoots around NYC.

- Conceptualized, art directed and designed "Men's Health Guide to Style", a bi-yearly special fashion section.
- Collaborated with lifestyle / fashion editor and still life stylists and photographers to create unique photographs of select products.
- Oversaw summer intern program.

Entertainment Weekly

Assistant Art Director

Designed departments and guide sections for fast-paced weekly publication.

- Conceptualized and assigned award-winning illustrations. Built strong relationships with illustrators and representatives.

EDUCATION AND PROFESSIONAL DEVELOPMENT

University of Kansas

Bachelor of Arts (B.A.), Visual Communication