



# Julie Arnold

✉ juliebarnold@gmail.com

☎ 323-627-4728

Portfolio: [JulieArnoldDesign.com](http://JulieArnoldDesign.com)

## CREATIVE DIRECTOR

I am a hands on Creative Director seeking new opportunities in brand development, web design and marketing. I have 15+ years of experience heading up the creative teams responsible for building and marketing e-commerce websites for major brands in the food, entertainment, toy, and subscription industries.

## EXPERIENCE

### RADICAL SHARE

**VP, Creative Director** 2021 - 2023

Head of creative team for the internal digital marketing agency for the Ad Populum family of brands, which includes some of the world's leading consumer product companies: NECA, Kidrobot, Loot Crate and more.



### LOOTCRATE™ INC. 5000'S #1 FASTEST GROWING STARTUP OF 2016

**VP, Creative Director** 2020 - 2021

**Design Director, Digital & Marketing** 2016 - 2020

Led the digital creative and marketing strategy for a team of designers, animators, copywriters and photographers creating all website, CRM, social, and Comic-Con booth experiences for this worldwide leader in fan subscription boxes featuring major brands in pop culture and gaming.



## EXPERTISE & SKILLS

Creative Strategy	Adobe Cloud	Jira
Team Leadership	Figma	Airtable
Workflow Management	Optimizely	Basecamp
Brand Development	HTML, CSS	Asana
Email Design & CRM	jQuery	Dropbox
Social Media Advertising	Bootstrap	Bynder DAM
Motion Graphics	Shopify	Egnyte DAM
Web Design	Wordpress	Getty
UI/UX Prototyping	Amazon Store	AI User
User Testing	Klaviyo EMS	G Suite
Event Booth Design	Mailchimp	MS365

### Cooking.com

2013 GLOBAL INNOVATION AWARD - ONLINE RETAIL

**Design Director** 2008 - 2016

Headed up creative team responsible for the creation and adherence of brand identities, web design, front-end code, print, and marketing design for the "Powered-By Cooking.com" platform of over 15 full-scale e-commerce websites for major brands in the food industry.



### ONLY THE BEST, INC.

**Director of Web Development** 2004 - 2008

Responsible for branding, website design, marketing, project management, and all IT needs for Ron Popeil's family websites: Popeil Family Store and Hug the Cook.

## EDUCATION

**BFA in Graphic Design and Illustration,**  
Savannah College of Art and Design.  
4.7 GPA. 1st place Illustration Senior Show 2023.