

# JULIUS KIPROTICH

615.719.4904 | kipdesignstudios@gmail.com | kipdesignstudios.com

**I SPECIALIZE IN BRAND IDENTITY, ART & CREATIVE DIRECTION WITH EXTENSIVE EXPERIENCE IN WORKING ON GRAPHIC LAYOUT, PRODUCTION MATERIALS, UI/UX AND WEB DESIGN.**

## RELEVANT EXPERIENCE

### Creative Design Manager

Cathexis | Tysons, VA | October 2023 - Present

- Leading design strategy and Visual development for Cathexis and VA products
- Creative storytelling through visual media and communications plans
- Lead a team of designers, 508 specialist, and multi-media videographer(s) to create and execute unique products for our client(s)
- Implement professional development strategies and growth initiatives for the creative team

### Senior Strategic Communications Specialist

Cathexis | Tysons, VA | May 2023 - October 2023

- Responsible for ensuring that the Strategic Communications' processes, procedures, and initiatives are followed
- Support with the technical, administrative, and management aspects of communication
- Work with team responsible for production across multiple mediums and platforms
- Assist in developing and/or preparing presentation materials
- Clearly communicate details among cross-functional teams (digital production, curriculum, design, event management, administrative) to ensure implementation alignment

### Product Designer

Asurion | Nashville, TN | July 2021 - March 2023

- Work with a developers, product managers and high value stakeholders
- Designs clean experiences for internal facing products and tools
- Research and use data, user persona, and existing workflows to implement updates
- Collaborate on team reviews and offer constructive feedback
- Follow and build upon existing guidelines while growing and assessing future needs

### Mutli-Media Designer

Asurion | Nashville, TN | July 2020 - July 2021

- Work with a team of 8 designers and high value stakeholders
- Create high visibility designs while pushing the creative boundary
- Design pieces while following the brand identity system, including product packaging, brochures. Illustrations, infographics, slide decks, and AR effects/filters
- Collaborate on team reviews and offer constructive feedback
- Meet and work with stakeholders and executive team on projects and initiatives

### Freelance Graphic Designer + Art Director

KIP Design Studios | Nashville, TN | January 2014 - Present

- Work with clients to develop brand strategies, create various graphic design projects, web design, art direction and campaigns
- Industries included; entertainment, healthcare, technology, real estate, restaurant, and nonprofit

### Senior Graphic Designer & Website Manager

Mt. Zion Baptist Church | Nashville, TN | August 2017 - July 2020

- Manage a team of 3-7 designers and freelancers
- Review team members' work to ensure high quality and timely delivery
- Design original pieces, including product packaging, brochures. Illustrations, infographics, websites, and social media design
- Create user friendly web interface and app platforms through information architecture and user testing/feedback
- Assist in creating marketing plan



## SOFTWARE

Ai Platforms  
Adobe After Effects Adobe  
Creative Cloud Adobe  
Illustrator  
Adobe InDesign  
Adobe Photoshop Adobe XD  
Asana  
Atom  
CSS  
CMS Platforms  
CoSchedule  
Facebook Ads  
Facebook  
Figma  
FTP Platforms  
Google Docs  
Google Drive  
InVision Studio  
Landing Pages  
Mac OS, iOS, Mobile Apps  
Microsoft Excel Microsoft  
Packaging Design  
PowerPoint Microsoft Word  
PC / Windows Apps  
SquareSpace  
Social Media Platforms  
Webflow  
Wix  
WordPress

## SOFT SKILLS

Analyze Performance Data  
Creative Strategy  
Client Management  
Communication  
Data-Driven Design  
Direct Response Performance  
Metrics Presentation Skills  
Team Leadership

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## RELEVANT EXPERIENCE

### Graphic Designer

Jarvis Sign Company | Madison, TN | July 2016 – August 2017

- Streamlined workflow to ensure consistent and efficient project completion by improving efficiency by 15%
- Created banners, vinyl, ready to apply (RTA) graphics, signage (external and internal), wraps, and other print media for several companies
- Worked directly with customers/clients

### Assistant Art Director + Photographer

Brooks Photography | Nashville, TN | April 2014 – October 2019

- Assisted head photographer with the setup and execution of creative photography shoots and set design
- Coordinated with clients regarding locale, theme and functionality of professional photography sessions
- Directed the creative components of each photoshoot
- Photo editing and conceptualized customer wardrobe



## EDUCATION

Bachelor of Arts Nossi College  
of Art 2015 - 2019

## PROF. ORGANIZATIONS

Nashville Fashion Alliance (Member)  
Kappa Pi (Nossi Chapter)

Create Connect Celebrate - Nashville  
Networking Non-profit (VP Board  
Member)