

julie brittell

Brand Designer & Art Director

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Creative leader with 14+ years of experience blending personality and design to shape modern brands across CPG, cannabis, wellness, and tech. Builds cohesive brand systems and campaigns across packaging, print, web, email, and experiential. Collaborates closely with cross-functional teams to deliver story-driven work with clarity and impact.

EXPERTISE

- Brand Strategy & Visual Identity
 - Packaging Design (CPG, Cannabis, Wellness)
 - Art Direction & Creative Leadership
 - Campaign Concepting & Execution
 - Experiential & Environmental Design
 - Retail & Out-of-Home Design (OOH)
 - Branded Merchandise & Apparel
 - Storytelling Through Design
 - Cross-Functional Collaboration
 - Client & Stakeholder Presentation
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DESIGN TOOLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Dreamweaver)

Figma, Sketch, Framer, InVision, Webflow, Principle

WordPress, HTML/CSS

HubSpot, Marketo, Klaviyo, Meta Ads Manager

Google Slides, Keynote, PowerPoint, Microsoft 365

Procreate + Apple Pencil, CapCut

Notion, Miro, Trello, JIRA, Asana

EDUCATION

Keene State College

Keene, New Hampshire

BFA Graphic Design | Cum Laude Honors

Istituto Lorenzo de Medici

Florence, Italy

Focus in Graphic Design for Advertising,

Independent Study in Animation

EXPERIENCE

Julie Brittell Design | Brand Designer & Art Director | June 2012 – present

- Led brand and digital strategy for InterMed, reviving a stalled healthcare site with refreshed color systems, custom iconography, and a curated image library; designed supporting print collateral to unify brand presence across digital and physical touchpoints.
- Achieved 50% YoY growth for EarthPlanter by refreshing their brand identity, optimizing ecommerce UX, and supporting ongoing digital and print marketing efforts.
- Redesigned The Gallery's brand and web experience by leading site structure, mobile UX, and visual updates. Post-launch, organic search traffic increased to 63% and average session duration more than doubled to over 6 minutes.
- Crafted cohesive brand systems and packaging-ready assets for clients across Real Estate, Manufacturing, Skincare, and Wellness – modernizing platforms, elevating the customer journey, and building brands with personality.

East Coast Cannabis | Marketing Graphic Designer | April 2024 – April 2025

- Developed concept, naming, and strategic brand + packaging design for Cloud Cream, ECC's top-performing topical. Created for premium shelf impact in a competitive wellness category.
- Redesigned 30+ packaging SKUs for house and partner brands, ensuring regulatory compliance and alignment with current market trends.
- Concepted and executed a birthday email campaign that brought in ~\$45K in revenue and 590 conversions in the first three months.
- Partnered closely with retail, marketing, and product teams to deliver assets and optimize brand experiences across web, email, in-store, and event environments.
- Art directed a high-profile photoshoot with Mike Tyson for Tyson 2.0, producing evergreen assets used across digital, retail, and event channels.

True Fit | Art Director | March 2020 – August 2023

Creative Design Manager | March 2019 – March 2020

Senior Designer | February 2017 – February 2019

Graphic Designer | May 2012 – February 2017

- Drove strategy, wireframing, and UX for the rebrand and relaunch of True Fit's B2B and B2C websites, optimizing for lead generation via HubSpot. The redesign addressed key retailer pain points, resulting in 35K monthly pageviews and a 40% drop in bounce rate while boosting both performance and engagement.
- Built and led a cross-functional creative team of designers, writers, and contractors, fostering a collaborative culture rooted in adaptability and quality within a fast-paced SaaS environment.
- Partnered with leadership to develop high-impact pitch decks and fundraising collateral, helping secure over \$125M in investment across eight funding rounds.
- Designed event collateral, tradeshow booth graphics, and branded merchandise for investor and retail activations. Collaborated with print vendors to ensure production-ready files met deadlines and quality standards.
- Worked closely with GTM and Performance Marketing to concept and design campaigns that drove acquisition, contributing to 65% of closed deals via MQLs while keeping UX strategy aligned with broader business goals.

Momenta | Graphic Designer | September 2011 – May 2012

- Created original illustrations and prepared dielines and production files for stickers, packaging, and craft kits sold at big-box retailers including Michaels, Walmart, and Target.