

# julie brittell

Brand Designer & Art Director

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Brand Designer with 15 years of experience building scalable visual systems and consumer-facing brands across digital marketing touchpoints. Known for holding creative standards while designing for industry performance goals, with work across websites, paid media, email, and product that holds together as one cohesive identity. Works autonomously with a strong point of view, while collaborating closely with growth, product, and marketing teams, dedicated to elevating the quality of creative output at every touchpoint.

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## EXPERTISE

- Consumer Brand & Visual Identity
  - Campaign & Launch Creative
  - Landing Pages & Conversion Design
  - Paid Media Creative (Meta, Google, Display)
  - Email & Lifecycle Marketing Design
  - Scalable Design Systems
  - Multi-Brand Portfolio Design
  - Motion Direction & Video Oversight
  - Cross-Functional Collaboration
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## DESIGN TOOLS

Adobe Creative Suite (Photoshop, Illustrator,

InDesign, After Effects)

Figma, Framer, Webflow

WordPress, HTML/CSS

Klaviyo, Meta Ads Manager, LinkedIn Ads, Creatopy

Jitter, Procreate + Apple Pencil

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## 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

### Vital Design | Senior Visual Designer | October 2025 – present

- Designed and iterated paid ad campaigns across awareness, remarketing, and PPC touchpoints, testing creative variants against performance goals while maintaining brand consistency across channels.
- Produced integrated marketing collateral across 12+ concurrent client accounts, covering landing pages, social graphics, eBooks, and website updates spanning diverse industries and audiences.
- Partnered with strategists and developers to move work from brief through handoff, balancing creative craft with the throughput demands of a multi-retainer agency.

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

- Built the visual system behind multiple in-house product lines and co-brand launches, ensuring packaging, web, and retail signage read as one cohesive family across distinctly different audiences.
- Overhauled the ecommerce experience in collaboration with the digital team, carrying the brand from in-store into the product UI to create a unified shopper journey.
- Art directed photography and supporting visual assets to reinforce brand storytelling and cross-channel consistency.

### 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 launch of consumer-facing and B2B websites, optimizing for conversion and lead generation; post-launch performance reached 35K monthly pageviews and reduced bounce rate by 40%.
- Extended the brand system into the consumer app, enterprise dashboard, and partner-embedded widget so every touchpoint reads as a continuous, cohesive brand identity.
- Collaborated with growth and performance marketing teams to concept and execute acquisition-focused creative, contributing to significant pipeline growth through MQL-driven campaigns.
- Guided motion work across campaigns and brand touchpoints, including animated icons, social video cuts, and event sequences, giving the brand presence beyond static.
- Established and scaled design systems that supported rapid product and marketing expansion inside a fast-moving, high-growth environment.

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

- Evolved marketing websites and visual brand systems for consumer and service-focused organizations, supporting growth through clear storytelling and conversion-driven design.
- Produced campaign landing pages, email campaigns, and long-form content that translated complex topics into accessible, cohesive visual narratives.
- Built flexible brand systems for fast-scaling clients, creating frameworks that held across new products, audiences, and channels without losing identity.