



Print & Website Designer

Currently freelancing design projects for:
print, websites, advertising, marketing, branding, logos, packaging,
social media campaigns, vehicle wraps, digital media, and more.

Julie D. Wild

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Brownsville, WI 53006

PROFESSIONAL SKILLS

Website Design & Maintenance
Print & Digital Design
Advertising/Marketing/Branding
Project Management
Social Media Campaigns
Typesetting & Book Formatting
Logo Design
Online Newsletter, creation & tracking
Photo Manipulation & Retouching
Software Tutoring (Adobe Programs, Wix, Canva)
Customer Service and Technical Support
Amateur Photography

TECHNICAL SKILLS

Professional user of Adobe Software:
Photoshop, InDesign, Illustrator, XD,
Acrobat Pro

Proficient user of:
Word, Excel, Powerpoint, font
management and ftp software.

Website/Newsletter CMS:
WordPress, DIVI, Wix, Benchmark,
MailChimp, Survey Monkey, GoDaddy

Communication:
OnSip, Trello, Asana, Slack, Zoom,
Google Meet

Accounting/Time Tracking:
QuickBooks

EXPERIENCE

GRAPHIC DESIGN FOR PRINT & WEB / ADVERTISING / MARKETING 2000 - PRESENT

Wild Dezin (Sole Proprietor) | Brownsville, WI

- Creative Design & Layout for Web & Print
- Website & UI/UX Design for 75+ websites (working closely with the team at wisnet.com)
- Website development using: WordPress, DIVI, Wix, GoDaddy, Firespring, HTML
- Website maintenance, email campaigns, social media marketing
- Digital Advertising and Signage
- Client print projects include: catalogs, magazines, brochures, newsletters, ad creation, flyers, posters, business stationery, billboards, packaging, and more.
- Branding, Company Identities & Logo Design
- Photo Retouching

GRAPHIC DESIGN FOR WEB & PRINT 2018 - MARCH 2021

wisnet.com LLC | Fond du Lac, WI

- Same as above
- Client Relations
- Project Management

The Action Advertising, Inc. companies listed below have since been acquired by the Gannett Corporation (2002).

WEBSITE DESIGNER / CONSULTANT / TECHNICAL SUPPORT 1996 - 2000

DOTNET - a division of Action Advertising, Inc. | Fond du Lac, WI

- Design and create websites using Adobe software as well as coding in HTML
- Technical support
- Website sales and consulting

SENIOR GRAPHIC DESIGNER – DEPT SUPERVISOR 1996 - 1989

Action Printing | Fond du Lac, WI

- Design, Typesetting, and Layout for a large variety of print projects including: catalogs, brochures, newsletters, posters, invitations, letterheads, business cards, and many other types of marketing materials
- Helped maintain all Mac computers and software in the department
- Supervised 6+ people in the department

GRAPHIC DESIGNER – DEPT SUPERVISOR 1982 - 1989

Action Advertiser | Fond du Lac, WI

- Design, Typesetting, and Layout of ads for all the Action Papers (Action Advertiser, Action Sunday, Waupun Shopper, Country Weekly, Maturity Times, Weekly TV Guide, Visitors Guide, plus special sections throughout the year)
- Layout of papers mentioned above
- Helped maintain all Mac computers and software in the department
- Supervised 10+ people in the department

AWARDS

During the years I worked with Action Advertiser, many of my ad designs won 1st and 2nd place awards in the statewide WFCP (Wisconsin Free Community Papers) competition. The Action Advertiser and Action Sunday papers also won many 1st place awards for General Excellence. Our entire composition/design department took great pride in the look and layout of all our papers.

EDUCATION

UW-Green Bay | Green Bay, WI | AA Degree, Graphic Arts – Summa Cum Laude | 1980 - 1981

Bristol Intermont College | Bristol, VA | 1979 - 1980

Oakfield High School | Oakfield, WI | 1975 - 1979

PORTFOLIO

<https://www.wilddeziign.com/project-gallery>

REFERENCES

Rick Kolstad, owner

wisnet.com LLC | 987 S. Main St., Fond du Lac, WI 54935

rkolstad@wisnet.com | 920-322-9522

I've had a great working relationship with Rick and the wisnet team as both sub-contractor (2000-2017) and employee (2018-2020) for 20+ years working on website design/development, print design, branding, marketing, as well as client relations and project management.

Valerie Jordan, instructor/project manager

Bert Rodgers Schools | 1855 Porter Lake Dr., Sarasota, FL 34240

vjordan@bertrodders.com | 941-724-8898

I have worked with the marketing team at Bert Rodgers Schools for over 15 years and have had the pleasure of working with Valerie for many of those years helping to develop their real estate continuing education books and study guides.

Renee Buechel, owner/marketing

Fond du Lac Natural Stone | PO Box 347, N4224 Hwy. 175, Fond du Lac, WI 54936

reeneb@nsvi.com | 920-923-2800

I've designed the last 6 catalogs, 4 websites, along with various marketing materials and business stationery for NSVI and FDL Stone. It has been fun and rewarding working with Renee (and John Schaefer) to bring their company's products to life.

SOME PERSONAL STUFF

I have two cats and one husband. I enjoy snuggling with them all, but the cats are easier to hold on my lap. My spare time involves creative endeavors such as making jewelry, stamping cards, and baking. You might not think baking is very creative, but there are some interesting things you can do with frosting. I'm in a constant battle with the rabbits eating my shrubs and flowers in my back yard, so I put out a live trap. That has proven to be somewhat frustrating as I seem to catch everything but the bunnies. Ask me about the skunk some time. I like small town life here in Brownsville, WI. It's a bit boring, but very friendly; I've made a lot of friends here. And if I wake up realizing that the garage door was wide open all night long, my biggest fear will be how many critters are hanging out in the garage.