

JULIANNE AERTS

EXPERIENCE

HEARST New York, NY

Assistant Creative Director (Jan. 2022-Present)

Senior Art Director (Oct. 2019-Dec.2021)

Art Director (April 2017-Oct. 2019)

- Design and provide art direction, producing high-quality deliverables under tight deadlines
- Manage and mentor two direct-reports and freelancers
- Concept creative strategy and execute broad range of visual collateral from prototype to final deliverable for campaigns including (but not limited to) electronic/print communications (e-vites, newsletters, advertisements, promotional materials), branding, logo design, website design, app design, animated videos, video editing and presentations
- Design animated graphics for HearstLive, a media installation of LED screens at the base of Hearst Tower that publishes stories from Heart's 360+ brands
- Redesigned website for Hearst Foundations and evolved their Senate Youth Program Washington Week 2021 and 2022 yearbooks from printed pieces to digital
- Manager within the corporate communications department, collaborating with executives, events team and marketing communications team in concepting and articulating visual strategy for campaigns used in conferences, corporate initiatives, building events, benefits communications and executive retreats
- Maintain consistency and elevate the standard of the Hearst brand

METRO U.S. New York, NY

Art Director (Sept. 2014-April 2017)

- Concepted and implemented full redesign of U.S. editions; later sold to an international editions
- Managed a team of five designers to produce three daily tabloid editions (New York, Boston and Philadelphia); art directed freelance photographers and illustrators
- Oversaw design of each page from conception to production to ensure design consistency
- Collaborated with editorial team to determine editorial placement
- Designed all covers and special edition issues

AMERICAN PARK NETWORK New York, NY

Graphic Designer (April 2014-Sept. 2014)

- Created ads, direct-mail pieces, outdoor signs, apps, social media content and online banners for nationally recognized companies such as Honda, Toyota and Celestron
- Designed annual informational guide books and media kits for 28 national and state parks
- Given full autonomy of design decisions as sole designer

GANNETT: ASBURY PARK DESIGN STUDIO Neptune, NJ

News Designer (Oct. 2011-April 2014)

- Responsible for design of special tab sections, daily covers, local section fronts, inside pages and weekly broadsheet publications for handful of regional Gannett newspapers
- Collaborated with editors to create a visual story
- Lead designer of The Burlington Free Press and The Daily Times
- Achieved continual national recognition in Newseum's "Top Ten Front Pages"

CONTACT

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juliannearts.com

EDUCATION

QUINNIPIAC UNIVERSITY

Hamden, CT (2007-2011)

Bachelor of Science
in Advertising

Interactive Digital
Design Minor

Accomplishments

- Dean's List
- American Marketing Association President

SKILLS

InDesign	Dreamweaver
Photoshop	Keynote
Illustrator	Word
After Effects	PowerPoint
Premiere Pro	Sailthru
XD	HTML

CERTIFICATES & AWARDS

Harvard Business Publishing Corporate Learning

Hearst Leadership
Development Program

2014 NJ Press

Association Award

1st Place in Features Page Design

2012 New York Publishers

Association Award

References available upon request