



Julia Vanderpeet

Branding & Industrial Designer

Contact

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Education

University of Cincinnati
Cincinnati, Ohio
BS Industrial Design | Psychology Minor
Graduated Magna Cum Laude | Apr 2021

Royal Melbourne Institute of Technology
Melbourne, Australia
Study Abroad | Graphic and Product Design
UC International Scholarship | Jul - Dec 2019

Work Achievements

Michael Kors Top Sales | 2022 - 2024
Contributed to 8 of 10 Mainline Bestsellers

Michael Kors Outlet Sales | 2022 - 2024
Designed 3 of Top 5 Regional Bestsellers
Contributed to 4 of Top 5 Global Bestsellers

Skills

Software Skills

Illustrator	Solidworks	Procreate
InDesign	Fusion 360	Sketchbook Pro
Photoshop	Keyshot	Affinity Designer
Figma	CLO 3D	Microsoft Suite

Technical & Soft Skills

Brand & Logo Design	Collaborations
Trend & Market Research	Hand Sketching
Visual Storytelling	Fast-Paced Learning
Social Media Marketing	Problem Solving
Sewing & Patterning	Organization
Photography	Time Management

Work Experience

Michaels

Associate Designer | Dallas, TX | Oct 2023 - Present
Leading trend & design for the Frames team while assisting other departments in art and specs.

Michael Kors Watches - Fossil Group

Mainline & Outlet Watch Designer | Dallas, TX | May 2021 - Oct 2023
Designed watches from sketch to product and collaborating with CFTs and the Michael Kors team in NYC to create final line plans for Mainline & Outlet Ladies, Mens, and Unisex watches.

- Trained New Designers
- Technical Drawing Approvals
- Illustrator Rendering & Tech Packs
- Colorway and Design Ideation
- Factory Communication
- Design Lead at MK NYC

Nomads of New York

Co - Founder & Brand Designer | New York, NY & Remote | Oct 2020 - May 2021
Co-founded and launched a new nonprofit organization dedicated to raising awareness and reducing the stigmas around homelessness by interviewing those who are unhoused in NYC.

- Entrepreneurship
- Storytelling & Graphics
- Brand Identity Research
- Logo & Website Design
- Raising Awareness
- Influencer Collaborations

BBG Agency

Brand Strategist & Digital Product Designer | New York, NY & Remote | Aug - Dec 2020
Worked with startup brands to grow their businesses from Day One: created brand style guides, Mailchimp newsletters, advertising campaigns, UX/UI wireframes, and A/B testing.

- Social Media Marketing
- Mailchimp Newsletters
- Startup Pitch Presentations
- Ad Campaigns
- Client Meetings
- A/B Testing and Analytics

Fossil Brand Jewelry - Fossil Group

Men's & Women's Jewelry Designer | Dallas, TX | Jan - Apr 2020
Designed jewelry silhouettes for products that went to market in 2020 and 2021. Pitched marketing and product innovation concepts backed by trend forecasting for Fossil's future.

- Pitch Deck Presentations
- Product Development
- Illustrator Rendering & Tech Packs
- Marketing and Brand Messaging
- Sustainability Research
- International Design Research

NOBULL Project

Athleticwear Fashion & Operations Designer | Boston, MA | Apr - Jul 2019
Created storyboards, sketches, patterns, and clothing tech packs for 2020 seasonal VLPs. Conducted wear-test and user feedback meetings, and assisted in product photoshoots.

- Visual Line Plans
- Packaging Design & Research
- Storyboarding
- Wear-Testing Lead
- Store Merchandising
- Sample Measuring & Organization

Paragon Clothing Ltd

Fashion Designer | London, UK | Sept - Dec 2018
Sketched garments and accessories to present to clients. Designed showroom layouts and created mood, fabric, and trim boards for final tech packs and client meetings.

- Client meetings & presentations
- Illustrator and Photoshop
- Marker Renderings
- Tech Packs & Trim Boards
- Innovative Textile Research
- Sewing & Patterning

Allegion

Industrial Designer | Carmel, IN | Jan - Apr 2018
Designed security products through research, benchmarking, rapid prototyping, and working with the engineering team. Presented CMF ideations and blue-sky product concepts.

- Trend Research
- Concept Ideation
- Keyshot Rendering
- 3D Printing & Prototyping
- Creo 3D Modeling
- Hand & Digital Sketching