

# JuliAnn Tulberg

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## Experience



### Mattermost

**LLC Contractor:** Aug 2022 – present

**Creative Director:** May 2021 – July 2022

Responsible for the creative brand vision, including overseeing the design and production of all marketing assets. In order to ensure all work was on-brand and met company objectives, I partnered with my peers to streamline the design request process, address stakeholder feedback, conduct tests, and analyze campaign performance. I set clear design objectives and supported company-wide goals.

I successfully executed a comprehensive rebrand project, incorporating market and persona analysis, culminating in the launch of the new brand in October 2021. I oversaw the rollout of this rebrand and collaborated cross-functionally to maintain brand consistency across all departments.

*Oversight included: brand identity, website design, advertising campaigns, social, email, video, editorial, events*



### Nylas

**Creative Director:** Oct 2018 – Apr 2021

As the first designer at Nylas, I created the brand's distinctive look and feel. I conducted market research, reviewed personas, and assessed industry competitors, using data to guide my aesthetic decisions and establish a unique, memorable, and developer-centric brand.

As the custodian of the brand, I ensured its consistent application across the organization. All marketing briefs were transformed into multi-dimensional campaigns that not only adhered to our brand identity but were also delivered on schedule and aligned with company objectives. I regularly engaged with stakeholders to gather their feedback and insights. I implemented a robust testing and monitoring process that involved data analysis of heatmaps, scroll activity, A/B test results, and conversion rates.

I hired and managed the brand design team and established the design practice at the company: creating design systems, brief templates, workback schedules, and review processes.

*Oversight included: brand identity, website design, product design, advertising campaigns, social, email, video, editorial, events, pitch decks*

## Software

Illustrator

InDesign

Photoshop

Figma

Sketch

After Effects

Acrobat Pro

## Contact

Tulberg.com

JuliAnn@Tulberg.com

Portland, Oregon

## Education

BFA in Graphic Design

California College of the Arts

San Francisco, CA

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## Castlight Health

**Staff Visual Designer:** Aug 2016 – Sept 2018

Collaborated closely with Enterprise clients to design bespoke internal wellness programs. This encompassed developing branding and logo design, creating visual assets for their customized health benefits app, designing in-app games, and orchestrating both print and digital marketing campaigns to drive program engagement among employees.

Facilitated seamless cross-functional collaboration with engineers, product designers, and customer success managers to ensure on-time delivery of project objectives and offered quality assurance support for in-app designs. Enhanced and streamlined the design team's operational processes, while also initiating a training program on Trello for incoming team members. Additionally, provided mentorship and guidance to junior designers.

Castlight Health customers who I worked with:



## AAA

**Sr Graphic Designer:** Jan 2013 – Nov 2015

As part of a small brand design team, I designed quarterly promotional campaigns, encompassing over 30 deliverables spanning print, digital, video, and social media.

Regularly presenting work to the leadership team, I diligently revised designs based on their feedback to ensure alignment with company objectives. I art directed agencies and photographers, fostering productive partnerships. I fostered a seamless collaboration with copywriters, production artists, and marketing managers to optimize project outcomes.



## Gap Outlet

**Graphic Designer:** Nov 2010 – July 2012

As a Brand Ambassador for Gap Outlet, my primary role entailed maintaining brand consistency while designing promotional campaigns from inception to completion.

In close collaboration with the art director, production artist, prop stylists, photographers, and retouchers, I played a pivotal role in creating a wide range of deliverables, with a particular focus on in-store print materials such as posters and packaging. Furthermore, I refined a comprehensive set of email templates to ensure both consistency and a modern aesthetic in our communications.