

Julia Hantla

BRAND DESIGNER / VISUAL DESIGNER / JUNIOR ART DIRECTOR
CREATIVE STRATEGIST / CONTENT DESIGNER

Brand designer and creative strategist combining visual identity, art direction, audience insight, and content systems to build clear, distinctive brand experiences.

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EXPERIENCE

Triad Partners

MAY 2024 - DEC 2024

Brand Strategist Intern / Marketing Intern

- Designed and adapted client-facing business cards, branded templates, presentations, and digital assets while maintaining consistency across professional identity systems.
- Led weekly client reviews, translated feedback into actionable revisions, and coordinated approvals and deadlines across designers and external stakeholders.
- Conducted SEO audits and beta testing for client websites, identifying content and usability improvements that contributed to traffic increases of up to 18%.

University of Newcastle

APR 2025 - MAY 2025

Brand Identity Designer / Photographer

- Developed visual direction and flexible identity systems for emerging artists, translating positioning and personality across digital, print, merchandise, and motion touchpoints.
- Art directed and produced original photography, managing concept development, shooting, editing, feedback, and final delivery for promotional applications.
- Collaborated with artists and university partners to refine concepts while preserving distinct creative voices and meeting publication standards.

The Finishing Touch Interiors

MAY 2019 - AUG 2023

Social Media Manager / Sales Associate / Personal Assistant

- Planned and managed Instagram and Facebook content, campaign creative, and audience-facing copy that contributed to an 8% monthly sales increase.
- Designed biweekly advertisements and email campaigns in Adobe Creative Suite, increasing customer engagement and website traffic by 22%.
- Managed communication, orders, appointments, and follow-through for more than 55 clients, supporting an organized and responsive retail experience.

EDUCATION

University of Kansas

MAY 2026 / GPA 3.42

Bachelor of Science in Business, Marketing / Minor in Visual Arts
KU Excellence Scholarship / KU Global Business Scholarship

CORE SKILLS

Brand strategy / Creative strategy / Art direction / Visual identity systems / Social-first creative / Content design / Audience insights / Competitive research / Copywriting / Photography / Motion design / Video editing

TECHNICAL SKILLS

Figma / Adobe Photoshop / Illustrator / InDesign / Premiere Pro / AI-assisted creative workflows / Prompt development / Rapid web prototyping / SEO and beta testing / Google Workspace / Asana / Slack