

Julia Cepeda

SENIOR BRAND DESIGNER

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SUMMARY

Senior Web Designer with over 12 years of expertise crafting user-centric digital experiences. Skilled in Adobe Creative Cloud, responsive web design, typography, visual hierarchy, and front-end implementation. Collaborative and self-motivated with a focus on thoughtful, brand-driven design.

EDUCATION

The Art Institute of Austin

Bachelor of Arts
Web Design & Interactive Media

SKILLS

Adobe Creative Cloud
Figma
HTML
CSS
JavaScript (jQuery)
CMS Platforms
Responsive Design
UX/UI Principles
AI Prompt Engineering

WORK EXPERIENCE

Marketing 360 | Senior Brand Designer | 2020 – 2026

Collaborated with brand and marketing teams to deliver cohesive visual designs across web, email, and social campaigns.

Designed and built the main marketing website that visualized the brand identity and product offerings into a conversion-focused online presence, resulting in increased conversion rates.

Maintained the marketing site to support product launches, feature updates, strategic goals and design trends to drive growth.

Designed and built ancillary marketing websites for targeted campaigns and product-specific initiatives, including e-commerce and review platforms.

Built website templates with AI-assisted design workflows to streamline client onboarding and support scalable service delivery.

SpaceCraft | Art Director | 2016 – 2020

Supervised a team of junior web designers to ensure timely, high-quality project delivery to clients.

Created a scalable website production framework that increased team efficiency and streamlined designer onboarding.

Led custom website projects from kickoff to launch, delivering tailored websites for high-priority clients.

Created UI design elements and assets for the CMS product interface in collaboration with product engineers.

SpaceCraft | Web Designer | 2013 – 2016

Managed 200+ website projects, from conception to deployment, serving as both project lead and primary designer.

Designed and developed mobile-first website experiences for clients, delivering high-quality websites on time and within scope.

Led client discovery and review meetings to define scope, manage expectations, and incorporate feedback.