

julia cepeda.

Senior Visual Designer

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Austin, TX

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SUMMARY

I'm a designer with 13 years of experience across web, brand, and visual design. I specialize in translating complex products and platforms into clear visual stories, then shaping those ideas into cohesive web and marketing experiences with clarity and intention.

EDUCATION

The Art Institute of Austin

Bachelor of Arts

Web Design & Interactive Media

SKILLS

Photoshop

Illustrator

Adobe XD

Figma

HTML / CSS

JavaScript

Wordpress

Wix

Shopify

Squarespace

Chat GPT

Codex

Claude

Midjourney

WORK EXPERIENCE

Marketing 360 | Senior Brand Designer

2020 - 2026

Led website design initiatives for Marketing 360, translating the broader brand direction into a cohesive digital experience across the core marketing website, landing pages, and product-driven updates.

Supported brand implementation across the Marketing 360 digital ecosystem, extending the visual identity across campaign assets, email, social, paid advertising, and sales enablement materials.

Collaborated cross-functionally with brand, marketing, and sales teams to develop visual concepts aligned with campaign goals, product launches, and sales enablement needs.

Created reusable website template designs within the Websites 360 CMS, helping internal teams build customer sites more efficiently while maintaining visual consistency at scale.

SpaceCraft | Art Director

2016 - 2020

Led and mentored a team of junior web designers, providing design direction, feedback, and quality guidance across a high volume of client website projects.

Helped shape and implement a scalable website production framework, bringing hands-on project insights into a more efficient and consistent delivery process.

Directed custom website projects from concept through launch, leading visual direction, client presentations, feedback cycles, revisions, and final delivery.

Designed brand-aligned digital and print collateral, including website graphics, event banners, and promotional materials.

SpaceCraft | Web Designer

2013 - 2016

Managed 200+ website projects from concept through launch, serving as project lead and primary designer while coordinating directly with clients across diverse industries.

Designed responsive, brand-aligned websites within the SpaceCraft CMS, balancing client goals, visual quality, usability, and efficient production.

Contributed to a streamlined website delivery process by creating responsive, brand-aligned websites efficiently across a high volume of client projects.