

Julia Cepeda

Senior Brand Designer

julia.cepeda.design • juliacepeda05@gmail.com • (512) 568-6778 • Austin, TX

Profile

Senior Brand Designer with 13 years of experience creating thoughtful, high-impact design. I specialize in translating brand and product strategy into clear, engaging experiences across web, email, social, paid, and print for both B2B and B2C audiences. My approach focuses on bringing clarity to complex ideas, creating thoughtful, consistent design, and using AI-assisted workflows to improve both creative quality and speed.

Experience

Marketing 360®

Senior Brand Designer

Remote

January 2020 – January 2026

- Led web design across three core brand properties, owning strategy, design, and ongoing optimization—from initial builds to full redesigns and continuous product-driven updates.
- Owned visual execution across the full digital funnel: web, email, social, and paid advertising, translating complex SaaS product capabilities into clear, compelling digital experiences for small business audiences.
- Collaborated cross-functionally with brand, marketing, and sales teams to develop visual concepts aligned with campaign goals, product launches, and sales enablement needs.
- Built website templates using AI-assisted design workflows to streamline client onboarding and support scalable service delivery.

SpaceCraft

Art Director

Austin, TX

April 2016 – January 2020

- Led and mentored a team of junior web designers, providing design guidance and feedback to ensure consistent quality and timely delivery across client projects.
- Developed a scalable website production framework that improved team efficiency and streamlined designer onboarding.
- Led art direction for custom website projects from concept through launch, presenting design work to clients and guiding projects through feedback, revisions, and final delivery.
- Designed print collateral, including event banners and promotional materials for events.
- Designed interface elements for the CMS product in collaboration with product engineers.

SpaceCraft

Web Designer

Austin, TX

March 2013 – April 2016

- Managed 200+ website projects from concept through launch, serving as project lead and primary designer while coordinating directly with clients across diverse industries.
- Developed expertise in responsive design, brand consistency, and high-volume production, building a foundation for team leadership and systems thinking.

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Skills

Design: Adobe Creative Suite, Figma, UX/UI Design, Web Design, Web Accessibility, Print Design

Web & Development: HTML, CSS, JavaScript (jQuery)

Platforms & CMS: Squarespace, WordPress, Websites 360, Webflow, Shopify, BigCommerce, Ecwid, Volusion

AI: ChatGPT, Claude, Gemini, Midjourney, AI-Assisted Design Workflows

Education

The Art Institute of Austin
Bachelor of Fine Arts,
Web Design and Interactive Media

Austin, TX
2013