JULIA TREACY DESIGN

Education

Kutztown University of Pennsylvania
Kutztown, PA | May 2025

BFA, Communication Design

Deans List: Fall 2022–Spring 2025

Skills

DESIGN TOOLS

Adobe Illustrator | Photoshop | InDesign
After Effects | Figma

CREATIVE & DESIGN

Branding | Packaging Design | Illustration
Social Media Design | Content Creation
Typography | Prototyping | Photography
Videography | Photo Retouching | Video Editing

Marketing & Analytics

Meta Business Suite | Paid Social Campaigns
Performance Tracking

Volunteer Experience

Designathon, Kutztown University of Pennsylvania
Kutztown, PA| February 2024 & 2025

Designed branding and promotional materials for the Amos Lemon Burkhart Foundation's Stay Alive/Make Art "Sprouts" teen mental health initiative during a 12 hour nonprofit design event.

Additional Creative Experience

Floral Assistant | Elizabeth Ivy Design
Exton, PA | March 2020 – 2021, 2025 – Present

Assist with floral design and event installations, supporting cohesive client-facing setups, on-site styling, and visual presentation.

Design Experience

Multimedia Designer | TriCounty Chiropractic & Rehabilitation, PC
Pottstown, Phoenixville, & Exton, PA | June 2025 – Present

- Refine and maintain brand identity across digital and print materials, designing patient-facing materials and clinical documents; prepare files for print production and coordinate with local vendors
- Manage social media accounts, creating branded reels, social graphics, and content strategy that increased audience reach and follower growth
- Develop and execute targeted Meta ad campaigns, film and edit video content, analyze performance to optimize lead generation through GoHighLevel
- Hand-painted an original mural for a massage therapy space

Graphic Design Intern | American Crane & Equipment Corporation
Douglassville, PA| May 2023 – May 2025

- Developed brand guidelines and applied them across social media, blog, newsletter, and email design to ensure a cohesive visual identity
- Created illustrated branded materials, including a themed coloring book, stickers, and note cards
- Supported print production and collaborated with marketing team to deliver high-quality finished assets

Graphic Design Intern | Ignite 2x
Allentown, PA| March 2025 – May 2025

- Styled and photographed Zebra Pens products for marketing and social media use
- Designed social media graphics, advertisements, and blog graphics, maintaining a cohesive visual identity

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