

JULIE DUNIGAN

SUMMARY

Certified Adobe Professional with 10+ years of brand marketing experience. Adaptable problem solver with expertise in developing and overseeing creative materials or templates implemented by cross-functional teams while maintaining consistency in visual communications.

EXPERIENCE

Ice Miller LLP - *Graphic Designer*

October '21 – Present

- Support ~800 attorneys and staff, designing for a variety of channels, including external website, firm intranet, print and digital advertisements, invitations, social media campaigns, events, promotions, apparel, and client RFPs, proposals and presentations while maintaining brand standards across 12 offices.
- Create cross-department and firm-wide templates to expedite the production process for all creative requests, overseeing all integration and updates across Microsoft 365, Adobe Express, QorusDocs RFP and Proposals; developing SOPs, providing training, support, and reference guides
- Design social media campaign content, templates, and creative assets, requiring cross-team collaboration to expand brand reach on all channels, launching Instagram to target audience gap
- Strengthened internal communications redesigning the weekly e-newsletter resulting in a ~38% open rate increase in first three months
- Build, expand, and manage access to all icon, graphic, photo, and video libraries

Shelle Design LLC - *Visual Strategist*

Boutique Full-Service Creative Agency

June '17 – October '21

- Facilitated and designed or refreshed national brand identities and marketing communication strategies with high impact deliverables; fostering relationships with key stakeholders while upholding strict confidentiality standards
- Maintain multiple brand standards while creating national editorial publications, presentations, proposals, e-mail templates, direct mail and social media campaigns, impact reports, and event marketing collateral
- Coordinate photos and video production; scripting, art direction, storyboarding, talent casting and post-production editing

City of Franklin, Indiana - *Director of Marketing*

June '16 – June '17

- Served as the primary respondent to media and public information requests; submitted press releases and public notices for the Mayor's office
- Fostered strong working relationships with local Chamber of Commerce and Main Street Program to preserve business investments, growth, and tourism amidst a change in municipal leadership
- Launched city tourism mobile app, maintained city website, analyzed engagement metrics to find trends in communication and reach goals for social media outreach, leading to increased traffic on all platforms
- Documented and organized international visit experience and welcome banquet event honoring representatives from sister-city, Kuji, Japan; coordinated with local families hosting officials and students

CONNECT

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EDUCATION

Franklin College

Bachelor of Arts

Journalism — Public Relations
& Marketing Design

CERTIFICATIONS

Adobe Certified Professional

Print & Digital Media Publication
Using Adobe InDesign

Adobe MAX - October 2025

SKILLS

- Adobe Creative Suite
- Microsoft Office 365
- Brand Identity Design
- Editorial Design
- Marketing Strategies
- Iconography
- Typography
- Storyboarding
- Communication
- Problem Solving
- Collaboration
- Project Management

CONTRACT EXPERIENCE

Indiana Soccer & Indiana

Futsal - Graphic Designer

Projects May '15 – Present

- Contracted to design the Indiana Futsal logo and supporting brand identity collateral
- Created brand identities for four outreach programs, two regional events, and two clubs
- Designed team badges, crests, promotional items, social media packages, brochures, annual reports, flyers, vinyl banners, billboards, digital ads, and e-newsletter templates