

Julia Vivalo

DESIGNER · DATA STORY TELLER · DIRECTOR

A graphic designer and creative director with more than 20 years of experience, with over 12 years of project management.

My creative strengths are in data visualization--telling a story with data, digital illustration, digital marketing assets, brand development, publication layout, project management, and team development.

My experience managing design teams, external vendors, and mentoring junior colleagues, combined with my studies in communication, sets me apart as a designer who can lead and get the job done on time with ease, efficiency, and style.

CONTACT ME

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AWARDS

2024 – Silver Telly Award – **Art Direction**
2021 – Bronze Telly Award – **Art Direction**

EDUCATION

The College of Charleston | Charleston, SC

BA Corporate Communications, 2001

Corcoran College of Art & Design | Washington, DC

Advanced Graphic Design Certificate, 2005

Lorenzo de Medici Institute de Arte | Florence, Italy

Fine Arts and Italian Studies, Fall 2000

SKILLS

- Team management and development
- Project management
- Brand design and development
- Data visualizations, interactive data
- Digital asset creation and management
- Creative/Art direction
- Publication design and layout
- Vector illustrations
- Adobe Creative Suite
- Flourish, Storymap interactive design tools

EMPLOYMENT

Health Affairs, Project HOPE WASHINGTON, DC

DESIGN DIRECTOR, 2022–PRESENT **GRAPHIC DESIGNER MANAGER**, 2016–22

Health Affairs is the leading **peer-reviewed** journal of **health policy research** and serves as a nonpartisan forum for improving health and health care.

PROJECT MANAGEMENT Reconfigured team's work flow to accommodate an expanding production team that sits across several time zones and around the DC metro area by **introducing cloud file management solutions**, as well as **streamlined existing workflows** with software such as Adobe InCopy, Bridge, and Acrobat; **created a unified archive of digital assets** from many disparate photo libraries and servers, that is now key term searchable; provide standards, guidance, and best practices for **ethical photo usage**; designed and instructed staff on **file management** and naming conventions.

BRANDING Keeper of the brand; **implement an overall brand design strategy** and provide creative direction and brand management across multiple platforms; design look and feel of **all-new web platform launch**, and advise and direct web team and external vendors stylistic choices for periodic refreshes; **design and coordinate Health Affairs periodic brand refresh across print and web collateral** materials that are utilized in presentations and speeches by key personnel, including signage, brochures, ads, and Powerpoint and Word templates; design all advertising and marketing materials with periodic refreshes; provide standards, best practices, and guidance for implementing new **SOPs for logo and branding usage**.

DATA VISUALIZATIONS Interpret, edit, and style data from authors and researchers ensuring accuracy and legitimacy of data; lead creative review of possible datasets eligible for **interactive visualizations**; interpret and edit figures submitted by authors/researchers to **better illustrate their findings more clearly**; create original vector illustrations for complex, **data-based infographics**; **collaborate with editors, authors, and researchers** to achieve a cohesive look that accurately portrays the data across all products and platforms, web, mobile, and print;

DIGITAL Plan, develop, and implement an overall visual design strategy for all digital assets; new brief template for online PDF use; design **web ads**, home page feature graphics, user modules, and **vector illustrations** for icons on new web platform; create Adobe Illustrator **template files for monthly assets** and train and art direct digital team members on use.

PRINT Design **flyers, postcards, brochures, banners**, and other conference materials; design book covers; create templates for funder reports, briefs, and price sheets; coordinate and **manage all external print vendors**, both digital and off-set.

EMPLOYMENT CONTINUED

International Food Policy Research Institute (IFPRI) WASHINGTON, DC

DESIGN TEAM MANAGER, 2012-16 SENIOR GRAPHIC DESIGNER, 2010-12

IFPRI is an international research institute that seeks sustainable solutions for ending hunger and poverty around the world. I was apart of the communications division where I managed the creative direction and workflow of the graphic design team.

TEAM MANAGEMENT Coordinated workflow between editors, researchers, and designers; attended initial client meetings to make recommendations and developed scope of new projects; mentored junior staff in creative and logistical workflow; advised and directed designs on all projects; coordinated with partner organizations such as USAID, DFID, FAO in joint branding efforts.

BRANDING Keeper of the brand; designed and implemented a brand refresh in 2012 across print and web collateral, in offices around the globe; designed new logos and materials for programs and projects; created branding for large conferences such as Building Resilience For Food And Nutrition Security global conference, Global Nutrition Report launch, and other international events, including all event collateral, print and web.

INFOGRAPHICS Created original vector illustrations for complex, data-based infographics; interpret, edit, and style data from authors and researchers ensuring accuracy and legitimacy of data; customized branding and over all look and feel of interactive online data tools and dashboards; designed social media graphics with infographics to promote new research.

PUBLICATIONS Designed, art directed, and published (online and print) Insights - IFPRI's quarterly magazine; designed book covers, briefs, brochures, conference programs, fliers, newsletters; created InDesign templates for publications to be used by team members and external vendors; produced multiple versions of a publications suitable for different online platforms and in multiple languages.

Julia Vivalo Designs ADDIS ABABA, ETHIOPIA

FREELANCE GRAPHIC DESIGN, 2008-10

After working in the federal contracting world as graphic designer for 7 years, I moved to Addis Ababa, Ethiopia and started up a freelance design business. My clients ranged from photojournalists, construction companies, NGOs, and local Ethiopian businesses.

BRANDING Created logos and entire suites of branded material, as well as branding guidelines, for multiple clients across broad ranging industries.

PUBLICATIONS Designed, art directed, and published (online and print) programs, briefs, and reports for several NGOs and small local businesses.

MARKETING Designed and helped craft messaging for flyers, pamphlets, mailers, signage, and other printed materials.

WEBSITE DESIGN Designed and maintained updates for local businesses' websites using Adobe Dreamweaver and Flash.

Stanley Associates (now CGI) WASHINGTON, DC

MULTIMEDIA GRAPHIC DESIGNER, 2001-08

Stanley Associates was a medium-sized IT solutions government contractor, and was bought and absorbed by CGI in 2010.

MARKETING MATERIALS Designed and wrote content for brochures, maps, large format printing, store front posters, and press packets.

PUBLICATIONS Designed and edited company newsletter, annual report layout, retirement and promotion programs, and proposal covers.

WEBSITE DESIGN Designed unique online communities within client's intranet using Adobe Dreamweaver.

PHOTOGRAPHY Official company photographer; photographed large events; supplied images for website, marketing, and recruiting material.

LARGE EVENT COORDINATION AND GRAPHICS SUPPORT Planned, organized, and provided graphic support for large scale events with international, high ranking, government officials in the US and Europe; streamlined project management by creating request forms and timelines for all products.

HOBBIES | EXTRACURRICULARS | FUN FACTS

Is a **yoga teacher**, experience RYT-200 hour certified, and has taught for over a decade, first in Ethiopia, and then Arlington, VA · **Guest lectured at the Milken Institute School of Public Health**, George Washington University, on the topic of **best practices in health data visualization** · Designs vintage-style travel posters for friends and family's momentous events as gifts · Wrote, photographed, and edited a cocktail blog · Was lead **singer for local DC rock band** and performed in many DC venues such as Rock & Roll Hotel, DC9, and Velvet Lounge · Is trained in b&w film **photography, oil painting, watercolors, and pastels** · Enjoys writing fiction · Is an avid reader of **historical fiction and fantasy** · Enjoys cheering on her favorite WMSL soccer team, the **Washington Spirit** · Survived the pandemic times by going for **long hikes** with her family, usually somewhere with a stream or river nearby for throwing rocks into ·