JULIANA HOLLY

Senior Graphic Designer

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Multidisciplinary senior graphic designer and art director with 13+ years across Brazil and Canada in brand identity, editorial, digital marketing, fashion, and experiential design, including 3+ years working remotely for a Toronto agency.

✦ Selected Impact

- **~500× website growth:** rebuilt Living Luxe Magazine's website; with paid and social campaigns, monthly visits grew ~500× in three months, and the site brought in $55K+ in partnership revenue within six months.
- **Published product:** branded and illustrated The Art of Soulfulness oracle deck, a boxed set (ISBN) sold at $128 CAD.
- **Large-scale event:** directed the visual identity of the 2026 Living Luxe Design Show: ~28,000 visitors, 282.7M campaign impressions, 50+ assets.

✦ Experience

Living Luxe Magazine | Graphic & Marketing Designer — TORONTO · JAN 2025–PRESENT

- Grew monthly website visits ~500× in three months (I know it sounds like a lot; ask me why) by rebuilding livingluxe.ca from a dated WordPress template into a custom site with new navigation, article templates, and SEO structure, alongside paid and social campaigns.
- Led the visual identity of the 2026 Living Luxe Design Show (~28,000 visitors, 282.7M campaign impressions), delivering 50+ assets and coordinating 30+ sponsors, printers, and vendors; promoted to lead after designing for the 2025 show.
- Design 6 issues a year for a magazine reaching 100,000+ readers per issue across 1,000+ retailers, including 50+ ad campaigns for luxury brands with products valued at $500,000+.
- Design sales tools for print and digital ad packages priced up to $15,995.

Freelance | Brand Designer & Illustrator — TORONTO · 2025–PRESENT

- Created the complete brand identity for The Art of Soulfulness and launched its first product, a published oracle deck boxed set retailing at $128 CAD: 52 original illustrations, a 158-page guidebook, gold-foil cards, rigid-box packaging, and print-ready production files.

The Soulful Entrepreneur | Brand & Web Designer — REMOTE / TORONTO · OCT 2019–DEC 2023 (AGENCY CLOSED)

- Delivered 20+ brand identities and 15+ Squarespace and Shopify websites for wellness, lifestyle, and professional-services clients, managing 4–6 projects at once.
- Created logos, custom typography, illustration, colour systems, guidelines, and packaging for clients including Aline Wellness, IDOYOGA&, and Jasmine Gassi Harnden Law.
- Produced social creative, video edits, motion graphics, and email campaigns for client launches.
- Presented concepts directly to founders, winning approval within 1–2 rounds on most projects.

✦ Earlier Experience · Brazil

- **Newton Agency**, Art Director (2019): art directed integrated campaigns across digital advertising, social, web, email, print, and video.
- **Las Chicas Vegan**, Lead Graphic Designer & Social Media Manager (2017–2019): packaging, menus, social content, and events.
- **Iorane**, Lead Graphic Designer (2017): seasonal fashion campaigns and luxury collaborations, including Murano Cherry with Paula Bassini.
- **Alphorria**, Graphic Designer (2015–2017): fashion catalogues, campaigns, packaging, and retail graphics.
- Earlier: Government of Minas Gerais, Graphic Designer (2012–2013); design internships (2011–2012).

✦ Skills & Education

Design & art direction: Brand identity, art direction, editorial design, illustration, custom typography, packaging, large-format production, creative presentations

Digital & marketing: Websites (Squarespace, Shopify, HTML/CSS), integrated campaigns, social media, email, motion design, video editing, client management

Languages: English (fluent) · Portuguese (native) · Spanish (fluent) · French (intermediate)

Tools: Adobe Illustrator, Photoshop, InDesign, After Effects, Figma, Canva, PowerPoint, AI-assisted creative tools

Education: Graphic Design, Universidade do Estado de Minas Gerais (2014–2018) and Centro Universitário de Belo Horizonte (2011–2012); credentials verified by WES