



JULIA *of all* TRADES

JULIA HUSTEDT ROBINSON
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Experience

Communications Manager | Target Optical, Luxottica

July 2019 - Present

Management of internal communications and creative communications for Target Optical. Management of internal guidelines and art direction of graphic design, editing and videography. Run-the-business responsibilities for the operations department and heavily focusing on the engagement and recognition of Target Optical associates through internal communications and custom created internal social media platforms. The conduit of collaboration between strategy, marketing, and finance team for communications and operations purposes.

Senior Graphic Designer | Target and Sears Optical, Luxottica

February 2016 - July 2019

Brand management, creative communications, project management and design leadership for print, digital, web, multimedia and special events for Luxottica's Retail Licensed Brands (Target Optical and Sears Optical). Collaboration with diverse partners and leaders of the business to deliver high quality, brand-right graphic design and direction for all communications both internally as well as to the store partners and shoppers.

Senior Graphic Designer | Luxottica Corporate Media Team

June 2014 - February 2016

Brand management and leadership for in-house graphic design execution including, print, digital publishing, internal social media sites as well as other media-based special events. Collaboration with diverse areas of the business to deliver high quality, brand-right graphic design across Luxottica's retail brands including: LensCrafters, Target Optical, Sunglass Hut, Pearle Vision, Sears Optical and non-profit foundation, OneSight.

Graphic Designer | Interbrand

June 2013 - July 2014

Branding and brand management. Packaging design and creating and managing brands as valuable business assets for the world's largest brand consultancy. Clients included P&G, Dole, Green Mountain Coffee and Wrigley.

Education

BFA Graphic Design | 2013 - Miami University

Recognition

2019 Luxottica Annual Characteristics Awards
Imaginative

2017 Luxottica RLB Quarterly Award
Peer Learning and Development Class - PowerPoint

2016 MarCom Gold Award
Luxottica Global RxOperations Key Strategy Launch

2015 MarCom Gold Award
Target Optical Internal Communications Suite

2015 American Packaging Design Award Winner
Keurig 2.0 Puffs Softpack

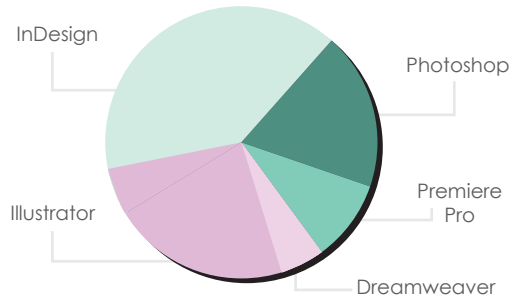
2014 Luxottica HR Quarterly Finish Strong Award
Sears Optical Quarterly Internal Communications Plan

Participate: Designing with User-Generated Content by Helen Armstrong and Zvezdana Stojmirovic.
Design work published in educational cooperative textbook

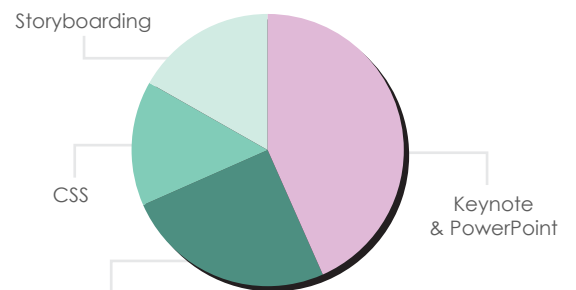
Interests



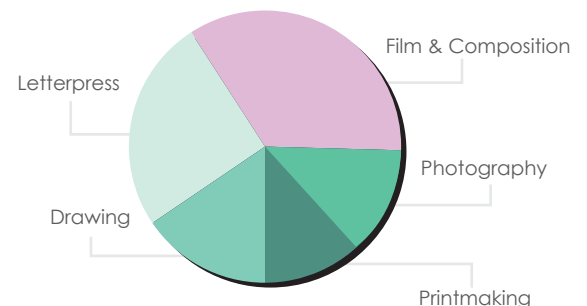
Skills & Abilities



CREATIVE SUITE



INTERACTIVE



HAND MEDIA