

JULIA CHANG

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WHERE I STARTED

SCHOOL OF VISUAL ARTS
2009

continuing education:
design + photography

BOSTON UNIVERSITY
2004 - 2007

BS in communication with
concentration in advertising
(achieved in 3 years)

liberal arts concentration
in economics

WHERE I FREELANCED

MCGARRYBOWEN
NYC, NY 02/11 - PRESENT

POD1
NYC, NY 09/09 - 11/09

SKILLED CONCEPT
HOWELL, NJ 03/09 - 08/09

BITE SIZED CANDY
NEW YORK, NY 06/09

GOTHAM, INC
NEW YORK, NY 05/08

THE SAWTOOTH GROUP
WOODBIDGE, NJ 11/07

DIGITAL DESIGNER PIXELSTICKLER SHOE ENTHUSIAST

i believe designing is easy; it's simplicity that's difficult. for a brand - simplicity and experience are everything. it's a "less fuse/more dynamite" world we're moving towards and every brand needs a detonator. i help facilitate the explosion by creating impactful, simple and sustainable engagements. most importantly, i love what i do.

WHERE I LEARNED MY CRAFT

MRM WORLDWIDE PRINCETON, NJ
DIGITAL DESIGNER 10/09 - 01/11

Business Week's top 5 global digital advertising agency
CLIENTS: ETS GRE, ETS TOEFL, APPLEBEE'S, CENTURY 21, LUNESTA
lead designer/brand guardian on MRM's largest client, Educational Testing Service
design for 2 ETS brands: the GRE General Test and TOEFL Test
oversee and direct a team of up to 6 designers, work directly with ACD/ECD
during my time on ETS, the business has grown 50%
integral part of team that introduced Applebee's into the social space
invited Applebee's consumers to interact & engage with the brand
designed with teams that pitched and won two clients

R/GA NYC, NY
PRODUCTION ASSISTANT 05/08 - 03/09

AdWeek's digital agency of the decade
CLIENTS: NIKE, VERIZON, BROOKLYN ACADEMY OF MUSIC, R/GA FUTUREVISION
worked on their 2 largest clients, Nike and Verizon
helped launch nikesportswear.com globally with production of design/web assets
collaborated with in-house developers and designers and other global Nike agencies
supported teams with travel budgets, meeting organizations, new business pitches

I AM THE TRIFECTA OF BAD DRIVERS asian. woman. born + raised in new jersey.

SKILLS TO SPEAK OF

mac*
pc
photoshop CS5*
illustrator CS5*
indesign CS5*
html/CSS
wordpress
flash
dreamweaver
mandarin (speaking)
taiwanese (speaking)

*preferred modes of transportation

BRAGGING RIGHTS: MY LIFE AS A CLASSICAL PIANIST

NOTABLE PERFORMANCES



lincoln center
2001-2003
carnegie hall
2000

ACHIEVEMENTS

new jersey music teachers
association competition
1st place 2003
2nd place 2000-2002

FAVORITE KARAOKE SONGS TO BUTCHER

BONNIE RAITT
can't make you love me

ALL SAINTS
never ever

WILD ANIMALS I'D PET/ADOPT



SCIENTIFIC FORMULA:
ESTIMATED # OF SHOES I OWN

$$3 \frac{(\# \text{ of days in my life})}{(\text{birthdays})^2} + 1^*$$

*for good luck