

Hi, I'm Juliet Aichberger

PROFILE

I work closely with clients, publishers and agencies to ensure excellent results in both the digital and print worlds. Through my experience in the advertising industry, I have built extensive know-how on which strategies, designs and formats to use in order to create the best experience for clients and users. My background in Media Technology and Design equips me with the knowledge of how to create campaigns that mesmerize and how to develop them for digital screens.

I'm wild enough to come up with innovative ideas and experienced enough to make them work in real life.

EXPERIENCE

SENIOR GRAPHIC DESIGNER // PHOTOBX / POSTERXXL

February 2020 – January 2024

- Leading creative team on German brand posterxxl
- Refreshing brand guidelines
- Developing visual content for audiences on all channels (CRM, social media, paid social, web)
- Art directing photo shoots and retouching images
- Managing midweight designers and copywriters
- Overseeing look & feel for Android and iOS apps
- Creating partnerships with Adobe Stock team

GRAPHIC DESIGNER // THINK, JULIET!

January 2014 – present

- Designing logos
- Designing websites
- Building websites in WordPress
- Creating animated videos incl. asset creation, storyboarding, voice recording
- Cutting and editing social media videos
- Retouching

SENIOR DESIGNER // ANGEL

July 2019 – November 2019

- Developing concepts for print campaigns
- Creating strategies for FMCG and gaming brands
- Working closely with the Creative and Managing Directors
- Improving workflow and processes for the agency
- Leading design team

CREATIVE DIRECTOR // BLUEQUEST

June 2018 – July 2019

- Overall creative direction for all ad campaigns and branding projects
- Project managing ad campaigns running in Germany, UK and US
- Creating media plans for client ad campaigns
- Creating cinemagraphs and video loops
- Leading client pitches and presentations
- Building websites in WordPress
- Managing the account team

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EXPERIENCE CONTINUED

CREATIVE LEAD // BLUEQUEST

May 2017 – June 2018

- Designing, animating and programming HTML5 ad banners and other rich-media executions
- Creating concepts for microsites
- Training clients on their chosen CMS
- Managing the account team

SENIOR DESIGNER / ANIMATOR // BLUEQUEST

March 2016 – May 2017

- Creating storyboards for animated ads
- Designing and animating HTML5 ad banners and other rich-media executions
- Creating concepts for competitions on microsites
- Working closely with the development and account teams

SKILLS

CREATIVE DIRECTION

- Project Management
- Team Management
- Developing Ideas
- Pitching Concepts

GRAPHIC DESIGN

- Digital/Web Design
- UI Design
- Print Design
- Branding
- Illustration

ANIMATION

- Motion Graphics
- Sound Design
- Real-life Footage
- Editing

LANGUAGES

- HTML5
- CSS3
- German
- English

SOFTWARE

- Figma
- Sketch
- Final Cut Pro
- Jira
- Taxi/June/Mailchimp

Adobe CC

- Photoshop
- Illustrator
- InDesign
- After Effects
- Premiere Pro
- Dreamweaver

EDUCATION

UNIVERSITY OF APPLIED SCIENCES // BSC

Media Technology and Design // 2010 – 2013

HBLA LENTIA // A-LEVELS

Project Management and Presentation // 2005 – 2010

CONTACT



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