



# JULIAN BONILLA

ART DIRECTOR

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## PROFILE

An innovative and dynamic professional who is instrumental in bringing creative solutions to experiences, including advertising, marketing, branding, and digital platforms. A valued resource with a proven ability to foster productive relationships with key stakeholders. Demonstrated expertise in artistic innovation and brand positioning. Excel at managing external partners to deliver the highest quality art assets within budget and schedule constraints. Track record of achieving substantial wins, driving campaigns, and general repeat business from past clients worth over \$2.4 billion.

## AWARDS

### 2022 Gold Muse Award

Best design in Integrated Marketing  
Xandr Political Ad Campaign

### Department of Defense Secret Clearance

valid through 2024

### 2014 APG Hispanic Heritage Month

Certificate of Appreciation

## SKILLS

PowerPoint / Keynote / Google Slides

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe After Effects

Adobe XD / Figma

## EDUCATION & CERTIFICATIONS

### Cert. of Completion

LinkedIn Learning  
Adobe XD Essential Training  
Dec 2021

### Cert. of Completion

LinkedIn Learning, Figma for UX Design  
Dec 2021

### B.A. in Graphic Design

University of Maryland University College

### A.A. in General Studies

Montgomery College

## EXPERIENCE

### Art Director (Contract), Microsoft

Jan. 2022 — Present

Develop innovative approaches and balance creative excellence/brand standards for projects ranging from digital/print to experiential for Microsoft Advertising and Xandr Platform. Devise and formulate creative and marketing objectives in close collaboration with Microsoft Advertising and Xandr's creative directors, design leads, motion designers, and marketing teams while delivering expert-level design while maintaining brand identity.

- Designed creative assets for the Xandr Political Ad Campaign in close collaboration with the creative and executive teams; Awarded the 2022 Gold Muse award in the Integrated Marketing category.

### Art Director / Consultant, Freelance

Jan. 2008 — Present

CLIENTS: ADOBE, AD WEEK, DENTSU, BECTON, DICKINSON, AND COMPANY (BD), HUFLT, BLOOMBERG PHILANTHROPIES, MARSH MCLENNAN, JOELLE FRANK, AND WAGAMAMA

Partner with founders, executive teams, and marketing leaders in various industries and maintain a thorough understanding of industry norms/trends. Ensure end-to-end adherence to quality standards by reviewing final deliverables before presenting them to leadership teams. Define marketing objectives and visual messaging while liaising with Creative Directors, Art Directors, Designers, and marketing teams.

- Produce the most effective and persuasive designs for new business pitches, marketing campaigns, and PR pursuits valued over \$350M+.

### Senior Designer, Horizon Media

May 2019 — Jan. 2022

BRANDS & WINS: THIRDLOVE, HIM&HERS, ALTICE, SEAWORLD, SMILE DIRECT CLUB, JENNY CRAIG, SAFELITE, AND STITCHFIX

Partner with Horizon Next's President and strategized with Chief of Staff and the EVP of Growth and Marketing to accomplish marketing and PR objectives. Educated and mentored junior and senior teams to improve competency levels about implementing best practices and maximizing the utility of the design and presentations. Interfacing with the C-Suite leadership, marketing teams, and photographer to direct office photoshoots.

- Assisted in generating over \$700M in new business revenue while adhering to the President's vision and effectively communicated their story through powerful visuals.
- Developed brand guidelines, website, design/presentation curriculum, and other branded materials for an agency of 500+ employees, Horizon Next.

### Designer, Horizon Media

May 2017 — May 2019

BRANDS & WINS: PELOTON, LYFT, UNITEDHEALTHCARE, EHAROMONY, IROBOT, BATHFITTER, ATLANTIS BAHAMAS AND THE VENETIAN

Managed team deadlines and organizing/developing creative assets for the department. Coordinated Horizon Next's story through data visualization and client products while facilitating design aspects of new business presentations and complying with client's brand guidelines.

- A net worth of \$400M+ in new business wins by partnering with business development, creative, and marketing teams.

### Graphic Designer, iCrossing

May 2016 — May 2017

BRANDS & WINS: NBA, DSW, TD BANK, DIRECTV, SIRIUSXM, BAYER GLOBAL, AND OXICLEAN

Created new business presentations and proposal documents by collaborating with the company CEO, President, Creative Director, Head of Marketing, and Business Development. Applied creative direction from executive-level leadership to presentations, digital and social advertisements, and other marketing collateral. Brainstormed and delivered options with the goal to enhance and clarify audience understanding.

- Played an integral role in winning new business pursuits with a net worth of \$300M+.

### Graphic Designer (Contract), Jones Lang LaSalle

May 2015 — Dec 2015

### Graphic Designer, Solari Creative

May 2014 — May 2015

### Marketing Designer, CoCard of Maryland

Oct 2012 — Oct 2014