

Julia Olekszyk

Brand & Digital Experience Designer with experience leading creative direction and execution across integrated marketing campaigns, websites, digital products, print, and experiential design.

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SKILLS

BRAND & MARKETING CAMPAIGN DESIGN

Brand Identity, Visual Systems, Campaign Concepting, Art Direction, Visual Storytelling, Brand Consistency, Integrated Campaigns, Email Marketing, Social Media Design, Digital Content, Print Collateral, Event Marketing, Signage, Environmental Graphics, Presentation Design

DIGITAL EXPERIENCE & UX

UX/UI Design, Web Design, Product Design, Information Architecture, User Research, Wireframing, Prototyping, Usability Testing, Accessibility, Conversion Optimization

DEV & TOOLS

Figma, Adobe Creative Suite, WordPress, Elementor, Divi, Squarespace, WooCommerce, Mailchimp, Google Analytics 4, HTML, CSS, JavaScript, PHP, SEO, Analytics, WCAG Standards

EXPERIENCE

Lead Designer & Developer

Octo Design Group | Nov 2024 - Present

- Lead the creative direction and execution of integrated brand and marketing experiences across web, email, social media, print, signage, event collateral, and experiential environments for clients across multiple industries.
- Translate client objectives, audience needs, and campaign strategies into cohesive visual concepts and scalable design systems that remain consistent across digital and physical touchpoints.
- Develop brand identities, campaign creative, website experiences, promotional materials, presentations, and environmental graphics from initial concept through final production and launch.
- Present creative concepts and strategic recommendations directly to clients, guide feedback and approvals, and manage projects across competing timelines, deliverables, and stakeholder needs.
- Collaborate with marketing, content, development, and account teams to align messaging, visual direction, user experience, and production requirements across each engagement.
- Design and develop custom WordPress websites using UX strategy, responsive design, front-end development, accessibility, testing, analytics, and SEO best practices.
- Provide design leadership and quality control across projects, ensuring final deliverables are polished, strategically aligned, and consistent with each client's brand and business goals.

Founder, Lead Digital Designer & Developer

Code & Canvas | Oct 2022 - Present

- Lead website and digital product projects from strategy and UX through visual design, development, launch, and ongoing optimization.
- Create responsive websites, user flows, wireframes, interface designs, and scalable digital experiences based on business goals and audience needs.
- Develop brand identities, campaign concepts, messaging, and creative direction across web, email, social media, digital advertising, print, and marketing collateral.
- Partner directly with clients to shape their digital presence, identify marketing opportunities, present strategic recommendations, and maintain consistency across every customer touchpoint.
- Helped clients increase revenue and expand their customer base by an average of 63% through conversion-focused web design, stronger branding, and targeted marketing.

Digital Designer

Critical Response Group | Sept 2023 - Nov 2024

- Designed mapping interfaces used by emergency responders in high-stakes, time-sensitive environments.
- Translated complex geospatial and operational data into clear, intuitive interface systems, prioritizing usability and cognitive load reduction.
- Collaborated cross-functionally with subject matter experts to ensure interface accuracy and real-world functionality.

EDUCATION

Moore College of Art & Design – BFA, Graphic Design

Google UX Design Certificate – Coursera