

JULES YEARY

G R A P H I C D E S I G N E R

Dear ACP,

Hello, my name is Jules Yeary, and I am extremely honored to be applying for this award. I have always had a deep passion for art, and as a kid I was always up to some sort of project. I even started my own business selling polymer clay charms, complete with a website. Though I made no sales, my love for creating only grew stronger. In high school I took commercial photography classes and knew I wanted to be in the creative side of advertising. However, as I pursued advertising in college, I found myself longing for a more creative and hands-on approach. I began to seek out every opportunity I could and was pleased when I was accepted for the role of graphic designer at Main Hill Media and University Recreation.

My creative process never really begins or ends because I am constantly looking for inspiration in everything I interact with. I see every trip to the store or dinner out at a restaurant as an opportunity to gain insights from the designs that shape the brands that I choose to purchase from. Graphic designers play a pivotal role in a media organization because they create a brand identity that engages consumers and fosters a genuine relationship. Design may seem trivial, but in this chaotic, ad-polluted day and age, connecting with a brand out of genuine interest is the ultimate goal. Design is a brand's opportunity to break through the noise and provide a unique and engaging experience.

As I embark on the next phase of my career, I am eager to continue to cultivate my skills and learn from other experienced designers. I look forward for the opportunity to bringing my passion and dedication to the professional design world in the future. Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink that reads "Jules Yeary". The signature is written in a cursive, flowing style with a large initial "J" and "Y".

Letter of Recommendation

Dear Awards Selection Committee,

I am writing to recommend Jules Yeary, a talented and dedicated graphic designer on the Main Hill Media team, for the Best Graphic Designer award. As the advertising agency manager, I have had the privilege of working closely with Jules over the past semester, and I can confidently attest to her exceptional work ethic and impressive skill set.

Jules consistently demonstrates a level of creativity that sets her apart in the field of graphic design. Her work reflects an understanding of design principles and a unique ability to display information in a visually-compelling way. Whether it's crafting an eye-catching Instagram story or creating a business card that aligns with our brand identity, Jules consistently exceeds my expectations.

What truly distinguishes Jules is her remarkable work ethic and can-do attitude. She goes above and beyond her role as a graphic designer, willingly taking on additional responsibilities and stepping into various roles to ensure the success of our projects.

She works collaboratively with every member of our team, which helps foster an incredible work environment. She is proficient in communication and meeting deadlines. Her ability to thrive while working on any kind of project speaks to her dedication and creativity. All of these qualities make me confident that she is an ideal candidate for this prestigious recognition. Please feel free to contact me at rga003@uark.edu if you have any further questions.

Thank you for considering her application.

Riley Atkinson

Main Hill Media Advertising Agency Manager
rga003@uark.edu
(913) 265-5665

JULES YEARY

GRAPHIC DESIGNER



EXPERIENCE

UREC - University of Arkansas

Graphic Designer

May, 2023 - Present

- Designed and created a multitude of different mediums including: flyers, posters, banners, booklets, brochures, stickers, signage, electrical diagrams, and more.
- Collaborated with printers to optimize layouts for print production.
- Understanding of bleed, trim, and safe zones for different print materials.
- Management of multiple projects across different programs.
- Tailored design elements to the various UREC programs.
- Designed and created original vector illustrations.

Main Hill Media - University of Arkansas

Graphic Designer

May, 2023 - Present

- Designed and created engaging social media stories and posts.
- Tailored design elements to client's branding styles.
- Met with potential clients to discuss the graphic design services provided in our advertising packages.
- Collaborated with teammates to produce a promotional video for our Synergy Summit event.


ROOTS - University of Arkansas


Merch Designer

October, 2023 - Present

- Collaborated with other environmental activists to use art, music, and education as a tool to solve local climate issues.
- Researched and designed sustainable products.
- Designed a holiday card to be printed on seed paper that can be planted after use.

CONTACT

 jayeary@uark.edu

 justpixelperfect.wordpress.com

 Jules Yearly

EDUCATION

UNIVERSITY OF ARKANSAS

B.A - Advertising/Public Relations

Graduating May, 2024

Chancellor's & Dean's List:

Spring & Fall 2021

Fall 2022

Spring 2023

SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Canva



STUDENT-RUN ADVERTISING & CREATIVE AGENCY
AT THE UNIVERSITY OF ARKANSAS

(479)575-3839
MHINFO@UARK.EDU
@MAINHILLMEDIA

MAIN HILL MEDIA PRESENTS

SYNERGY SUMMIT:

Where Innovation Meets Partnership

Thursday, November 9 from 6-7PM

Kimpel Reading Room

WHAT TO EXPECT:

- Learn what college students **REALLY** want to see on social media.
- Discover how our trendy campus influencers can help promote your brand.
- Enter to win a **FREE** advertising package valued at almost \$1,000.

Story Takeover



ATLANTA
EDITION

Riley Atkinson

DAY IN THE LIFE OF AN
AGENCY MANAGER

*Happy
Thanksgiving!*



*From,
Main Hill Media*



This design is animated. Scan this QR code to see it play.

