# JULIE SCHRADER

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## CORE SKILLS

- Art direction with consumer strategy in mind
- Book design
- Publication redesign
- Editorial conceptualization and packaging
- Branding
- Photo shoot production and art direction
- Illustration commission and art direction
- Staff collaboration
- Mentorship of design talent

**2024-Present // Associate Creative Director // Sourcebooks: Bloom Books and Casablanca**

- Lead creative direction and end-to-end cover production for Bloom Books and Casablanca, overseeing high-impact packages for bestselling romance authors across a high-volume publishing program.
- Manage five direct reports, direct in-house art directors and collaborate with freelance designers, illustrators, and vendors to develop commercially compelling, market-driven covers and promotional assets.
- Build strong author relationships through collaborative creative development and attentive author care.
- Drive speed-to-market production by streamlining creative workflows, establishing production best practices, and partnering with Manufacturing to execute complex formats, special treatments, and quality standards on schedule.
- Partner cross-functionally with Marketing, Publicity, and external vendors to support title launches, while standardizing processes and specifications to improve efficiency, consistency, and scalability.

**2023 // Art Director // Food Network Magazine**

- Conceptualized and executed a wide range of editorial features each month, developing comprehensive layout concepts and managing pages from initial mockups through final production.
- Produced and art directed multiple photo shoots per issue, collaborating closely with photographers, photo editors, prop stylists, and food stylists to bring editorial concepts to life.
- Oversaw image selection and color correction to ensure visual consistency and maintain a high level of quality across each issue.
- Produced the special collector's edition "Summer Desserts" and redesigned the visual identity for the brand's Instagram account and newsletter, strengthening consistency across print and digital platforms.

**2021-2022 // Executive Art Director // Callisto Media**

- Managed a six-person design team producing high-volume titles across cookbooks, homeschooling, mental health, relationships, and other categories.
- Led creative development, from conceptual meetings and mood boards through cover critiques and interior production, ensuring quality and consistency across titles.
- Managed design and production for the custom titles division, a significant revenue driver, developing standardized workflows and production schedules that increased efficiency and enabled cost-effective repackaging of existing content.

**2019-2021 // Senior Art Director // Callisto Media**

- Designed book covers and interiors on tight production schedules across diverse categories, including wellness, cookbooks, children's workbooks, parenting, and pets.
- Applied consumer and market data to develop strategic, commercially driven designs optimized for marketplace performance.
- Designed custom titles for external clients, repackaging existing content and developing new cover concepts for client review and approval.

// Continued //

**2016-2019 // Senior Art Director // Manifest, LLC**

- Art directed and designed monthly and quarterly magazine covers and interiors for long-standing clients including CBS, Ritz-Carlton, and Hilton.
- Collaborated with editors, artists and client partners to art direct photo shoots and commission unique illustrations.
- Fostered strong client relationships through extensive meetings and thorough collaboration.
- Conceptualized and produced the print element of a prototype media hub called "Works" that was to be pitched to investors.
- Devised a redesign for Cleveland Clinic's donor magazine, *Catalyst*, which moved on to completion after my departure.

**2008-2015 // Art Director // *Shopsmart* (from *Consumer Reports*)**

- Worked closely with a small edit staff to create fresh takes for female consumers using in-house *Consumer Reports* testing. Topics included food, home, health, money, beauty, and fashion.
- Was instrumental in defining the editorial and visual direction of this publication. Helped with a massive redesign that modernized and refreshed the brand. Translated complicated data using an on-brand visual style and built multi-tiered editorial packages.
- Assigned illustration and art directed still life and food photo shoots. Outlined visual needs to stylists and photographers and provided on-set direction.
- Organized and maintained the summer internship program by sourcing and interviewing talent, training and mentoring each student.

**EARLIER CAREER — MAGAZINE DESIGN & ART DIRECTION**

**Deputy Art Director — Sports Illustrated for Women | 2000–2001**

- Designed editorial sections and covers; assigned illustration and photography for features spanning female athletes, fitness, and adventure travel.

**Deputy Art Director — Men's Health | 1997–2000**

- Designed editorial sections and special features; art directed photography and illustration, including the biannual Men's Health Guide to Style. Collaborated with editors, photographers, stylists, and models across studio and location shoots.

**Assistant Art Director — Entertainment Weekly | 1995–1997**

- Designed departments and guide sections for the weekly publication and commissioned award-winning illustration, developing strong relationships with leading illustrators and their representatives.

**Education**

- B.A. in Visual Communication from the University of Kansas.