

JULIA BULMAN

GRAPHIC & VISUAL DESIGNER

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I design beyond comfort.

I am a multidisciplinary designer building unique visual identities people will remember. I founded and launched a DTC lifestyle brand end-to-end; delivered 35+ freelance projects for locals, small businesses, and entrepreneurs.

PROFESSIONAL EXPERIENCE

Angel Goose Apparel (Boston, MA) | 2026–Present *Founder & Creative Director*

- **Brand development:** Built the brand from the ground up, developing its visual identity, creative direction, apparel graphics, packaging, photography, marketing assets, and digital presence.
- **Product & production:** Designed apparel from concept through manufacturer-ready artwork, collaborating directly with vendors on materials, color accuracy, print specifications, and production.
- **E-commerce:** Designed and managed the full DTC Wix storefront, overseeing merchandising, product launches, fulfillment, and customer communications.
- **Growth:** Generated \$7,000+ in launch revenue through social content, visual storytelling, and cohesive brand positioning.

JJ Redesign (Boston, MA) | Feb 2025 – Dec 2025 *Freelance Designer & Artist*

- **Delivery:** Completed 35+ client projects across brand identity, illustration, fine art, marketing collateral, and digital design, delivering production-ready creative across multiple formats.
- **Communication:** Translated client goals, feedback, and business needs into clear creative direction while guiding projects from initial concept through final approval.
- **Management:** Led the full project lifecycle independently, managing creative direction, client relationships, contracts, invoicing, revisions, production coordination, and final asset delivery.

Boston Public Schools — TechBoston Academy (Dorchester, MA) | Sept 2024 – Feb 2025 *Design Teacher, Contract*

- **Creative mentorship:** Guided 100+ students through original design work and studio critiques, strengthening conceptual thinking, technical craft, and iterative design skills.
- **Curriculum design:** Developed project-based Graphic Design, Photography, Design & Communication, and College Prep curriculum for grades 9–12, centered on visual communication, creative problem-solving, and portfolio development.
- **Organization:** Tracked multiple concurrent courses while adapting instruction and deliverables to diverse learning needs and project timelines.
- **Software:** Integrated Adobe Creative Suite into daily instruction and hands-on creative projects.

SKILLS & SOFTWARE

Design: Brand Identity · Art Direction · Creative Strategy · Graphic Design · Packaging Design · Apparel Graphics · Typography · Illustration · Visual Storytelling · Marketing Design · Layout & Composition

Production: Print Production · Packaging & Product Mockups · Vendor Coordination · E-commerce Design · File Preparation · Photography

Software: Adobe Illustrator · Photoshop · InDesign · Lightroom · Firefly · Figma · Pacdora · Procreate · Glyphs · Shopify · Wix

EDUCATION | May 2024

Northeastern University B.S. Architectural Studies & Graphic and Information Design
Minor in Fine Art · Concentration in Typography