

Julia Winkler

Graphic designer and copywriter/editor based in Brooklyn

WORK EXPERIENCE

Washington Metropolitan Area Transit Authority (DC Metro)

Washington, DC / **Graphic Designer** Aug 2023 [Contractor via WHITE64]

Redesigned Metrobus trip progress screens with improved readability of upcoming stops and ETAs, layout, information hierarchy, typography, and color—all in alignment with ADA requirements, back-end data source structure, Metro's visual identity, and new rail station wayfinding screens.

Amplified advertisement of wayfinding pilot by drafting posters intended for placement at L'Enfant Plaza Station, using strategic copy and imagery that reflected Metro's brand.

Facilitated communication between Metro's marketing and ADA compliance teams, collaborating with both stakeholders to ensure that bus screen redesign prioritized beauty, functionality, and accessibility.

Contributed to creative strategizing about rail system wayfinding signage overhaul, working with design team on drafts of rail station pylons, wall-mounted signs, and screens.

/ **Operations Research Analyst** Jul 2021–Dec 2022 [Employee]

/ **Management Associate** Nov 2019–July 2021 [Employee]

/ **Graphics and Communications Intern** Apr 2019–Sept 2019 [Contractor via DC Sustainable Energy Utility]

Designed graphics and layouts for digital and print media, collaborating with diverse internal clients to create powerful communications about Metro's rail, bus, and sustainability operations.

Wrote, copyedited, and formatted 2 monthly departmental newsletters and various ad hoc email campaigns to promote workforce engagement and transparency and manage organizational changes.

Innovated team's portfolio management by developing and maintaining project status tracker, compiling weekly updates for leadership, and producing detailed job aid flowcharts.

Co-led Early Career Professionals Network by coordinating events to promote camaraderie and professional development.

Supported pandemic/emergency safety by designing diagrams for grant application that secured \$600,000 for railcar air filtration research, creating facility safety signage, and maintaining departmental materials detailing emergency protocol.

EDUCATION

Parsons School of Design

New York, NY / **AAS**

Communication Design

Jan 2025

General Assembly

Washington, DC / **Online**

Visual Design Short Course

Sep–Nov 2021

University of Michigan Ann

Arbor, MI / **BA International**

Studies, German [Double

major] Apr 2018

SKILLS

Design Software: **Illustrator** + **InDesign** + **After Effects** + **Photoshop** + **Premiere** + **Figma**

Code: **HTML** + **CSS** + **Javascript**

Foreign Language: **German** [Advanced proficiency] + **Spanish** [Practical knowledge]

Office Software: **Microsoft Office 365 Suite** + **Constant Contact**

