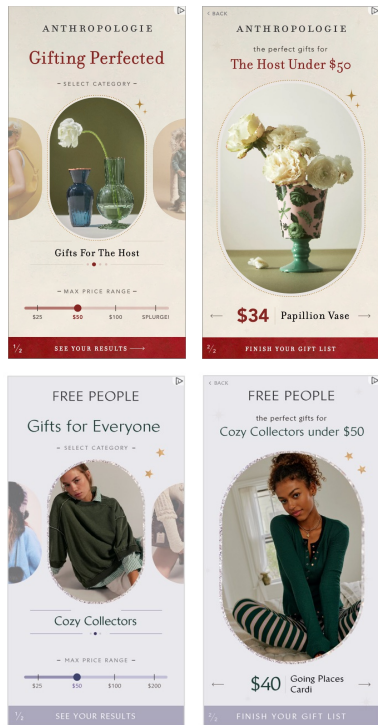


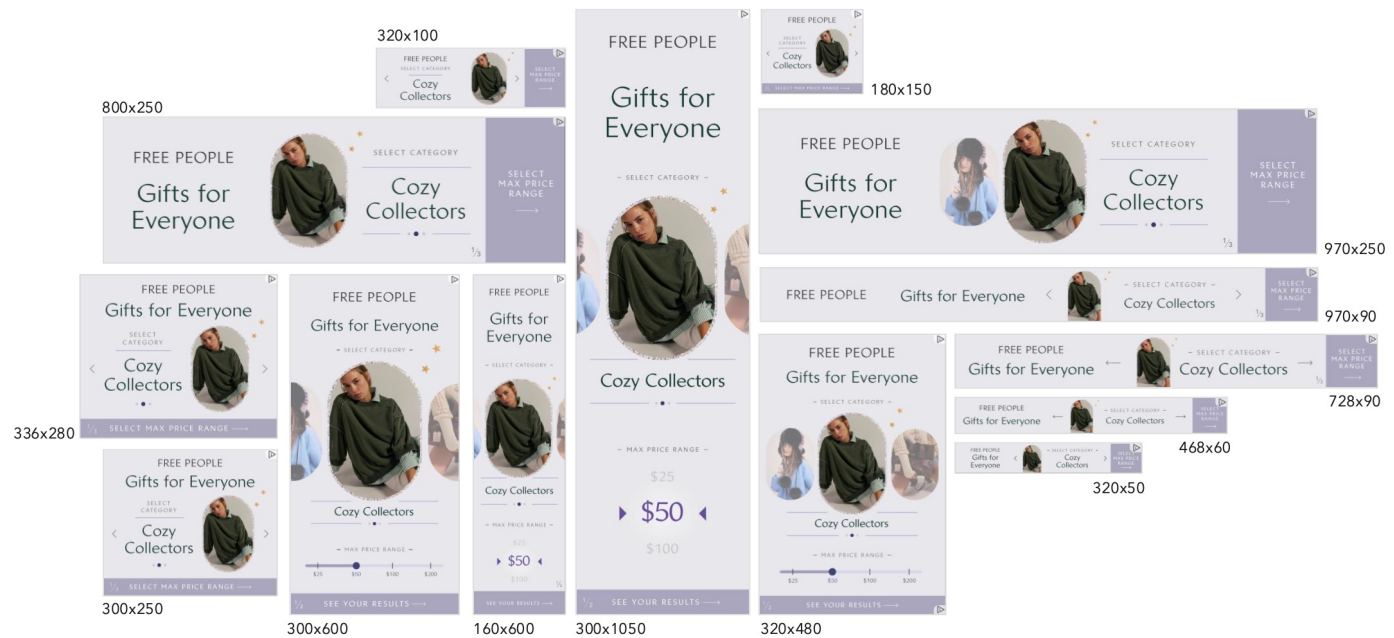
# Julia's Epsilon Work Portfolio

## Multi-Size Campaign Wireframe Reskin

Provided Concept



Final Design



Single Free People concept reskinned across 14 ad sizes, determining how content, layout, and interactive elements should be adapted for each size.

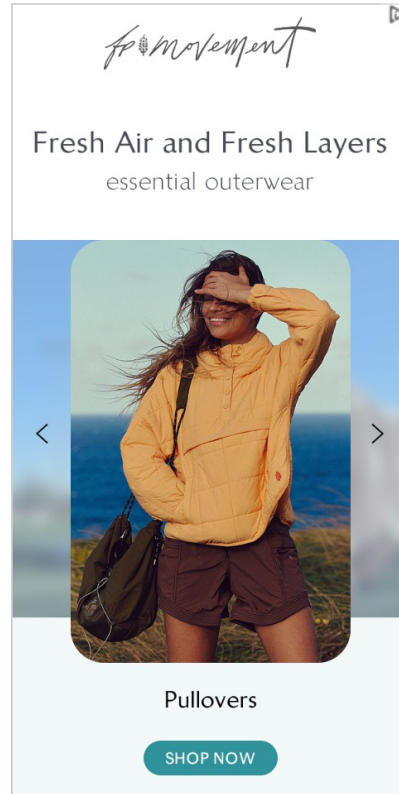


# Julia's Epsilon Work Portfolio

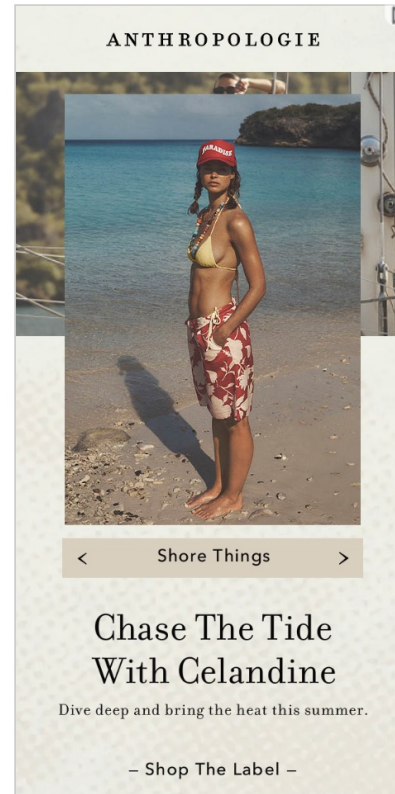
## Ambient Video Multi-Size Crops



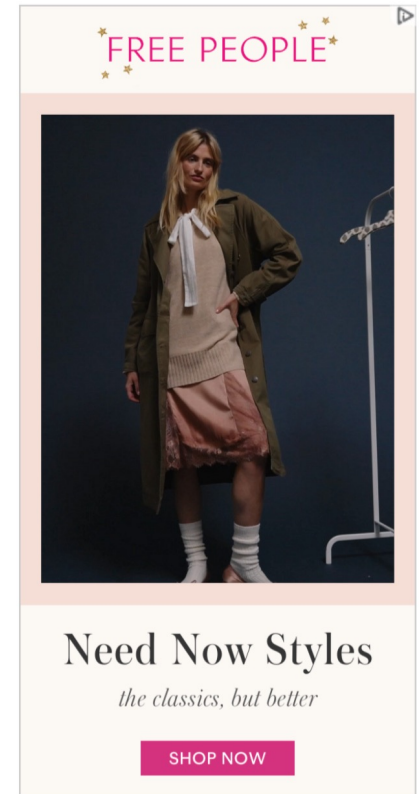
[View Creative](#)



[View Creative](#)



[View Creative](#)



[View Creative](#)

*\*Right-click → "Open Link in New Tab"*

*Ambient video crops built out across all sizes, manually cropping and reframing footage in After Effects to keep key visuals in focus.*

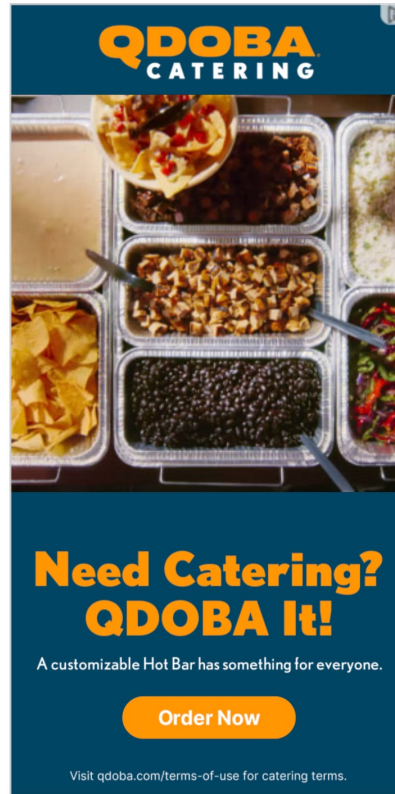


# Julia's Epsilon Work Portfolio

## Ambient Video Multi-Size Crops



[View Creative](#)



[View Creative](#)



[View Creative](#)



[View Creative](#)

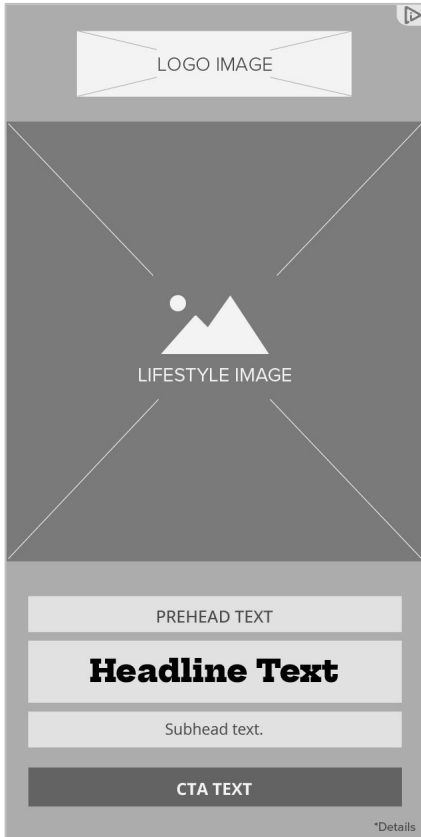
*\*Right-click → "Open Link in New Tab"*

*Ambient video crops built out across all sizes, manually cropping and reframing footage in After Effects to keep key visuals in focus.*



# Julia's Epsilon Work Portfolio

## Low/No Data Pitch Work – Hardee's



Wireframe



New Menu Item



Featured Deal



Rewards Sign-Up

Created three original concepts from a reusable wireframe template, demonstrating how it could support different campaign goals while remaining true to the brand.

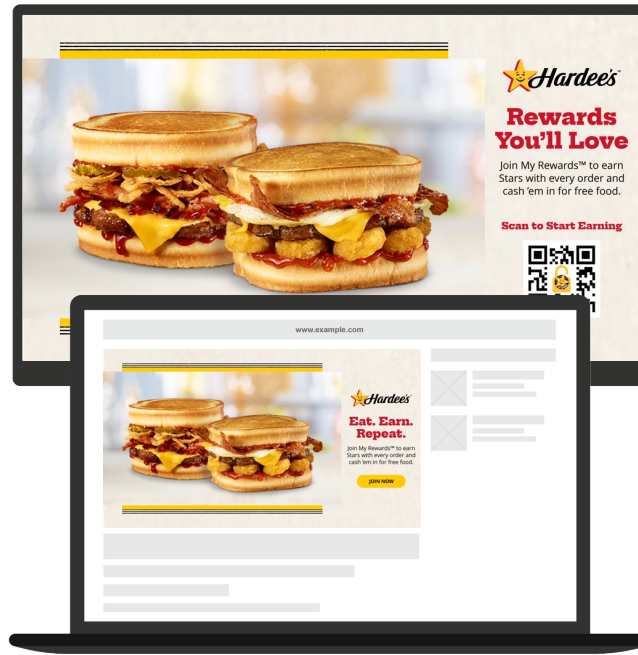


# Julia's Epsilon Work Portfolio

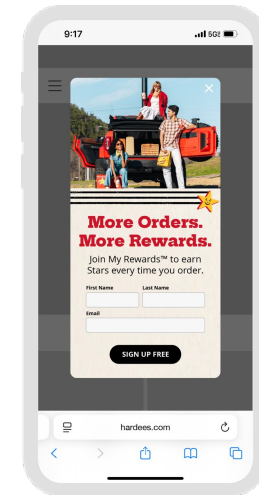
## Low/No Data Pitch Work – Hardee's



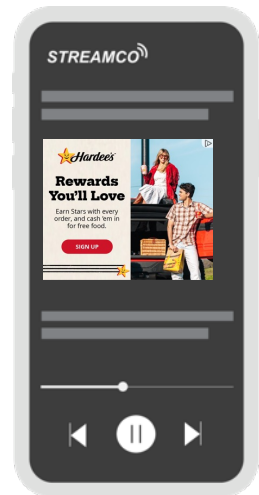
Display & Mobile Sizes



CTV & OLV Formats



Onsite Experience



Audio Companion Banner

*Extended a single creative concept across an omnichannel customer journey, creating a cohesive brand experience at every touchpoint.*

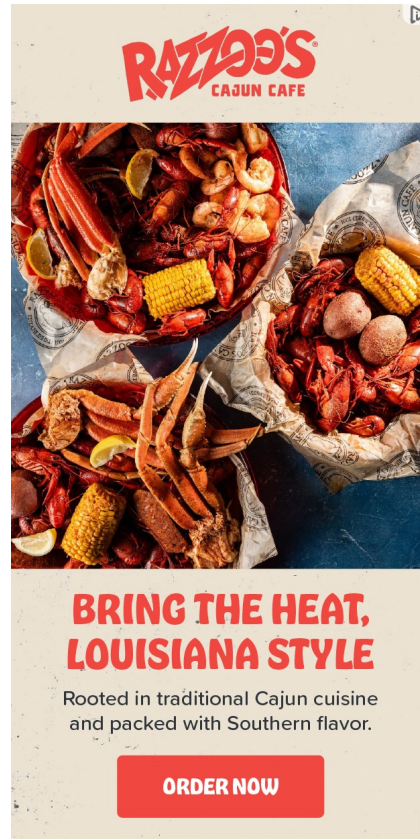


# Julia's Epsilon Work Portfolio

## Low/No Data Pitch Work – Razzoo's



Wireframe



Brand Awareness



New Product Feature



Rewards Sign-Up

Created three original concepts from a reusable wireframe template, demonstrating how it could support different campaign goals while remaining true to the brand.

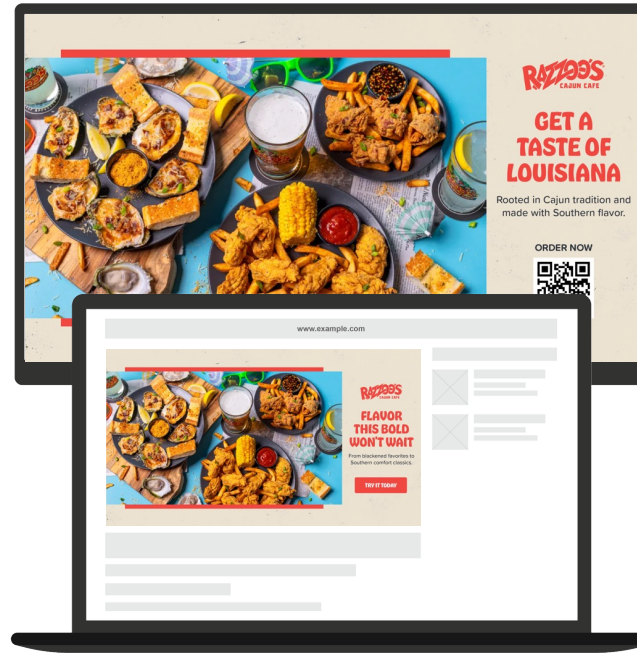


# Julia's Epsilon Work Portfolio

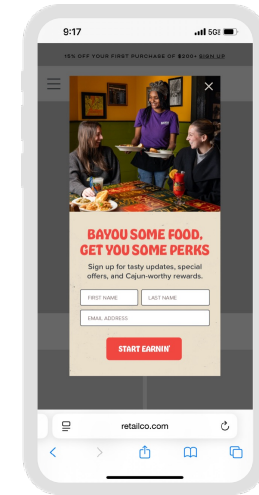
Low/No Data Pitch Work – Razzoo's



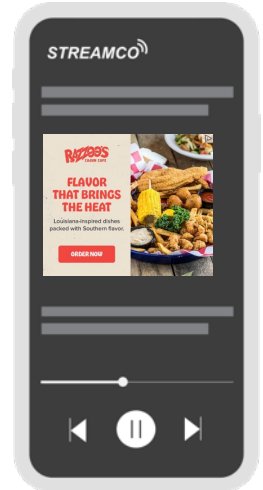
Display & Mobile Sizes



CTV & OLV Formats



Onsite Experience



Audio Companion Banner

*Extended a single creative concept across an omnichannel customer journey, creating a cohesive brand experience at every touchpoint.*



# Julia's Epsilon Work Portfolio

## Walgreens Spring 2026 Brand Refresh

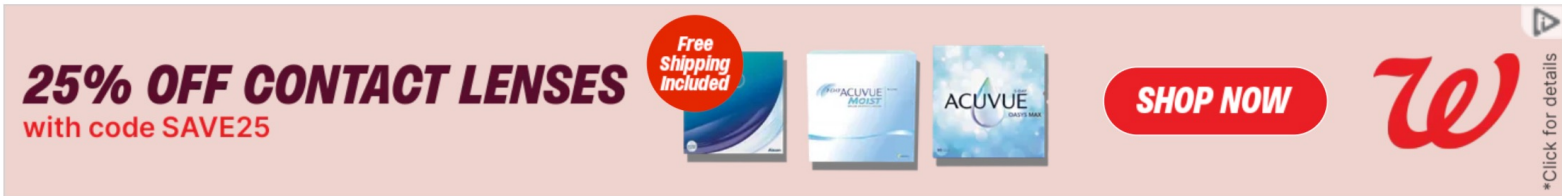
*\*Right-click → "Open Link in New Tab"*

Frame 1

[View Full Animation](#)



Frame 2

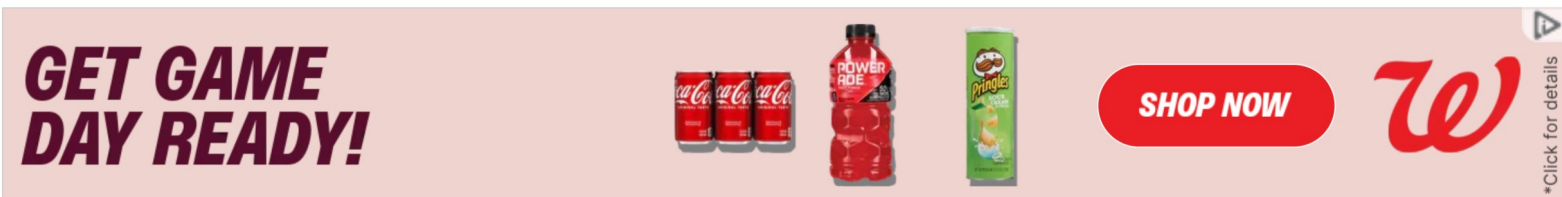


Frame 1

[View Full Animation](#)



Frame 2



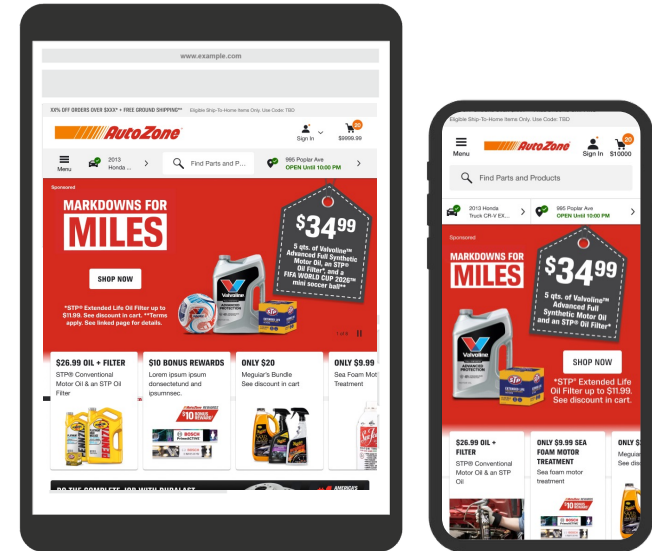
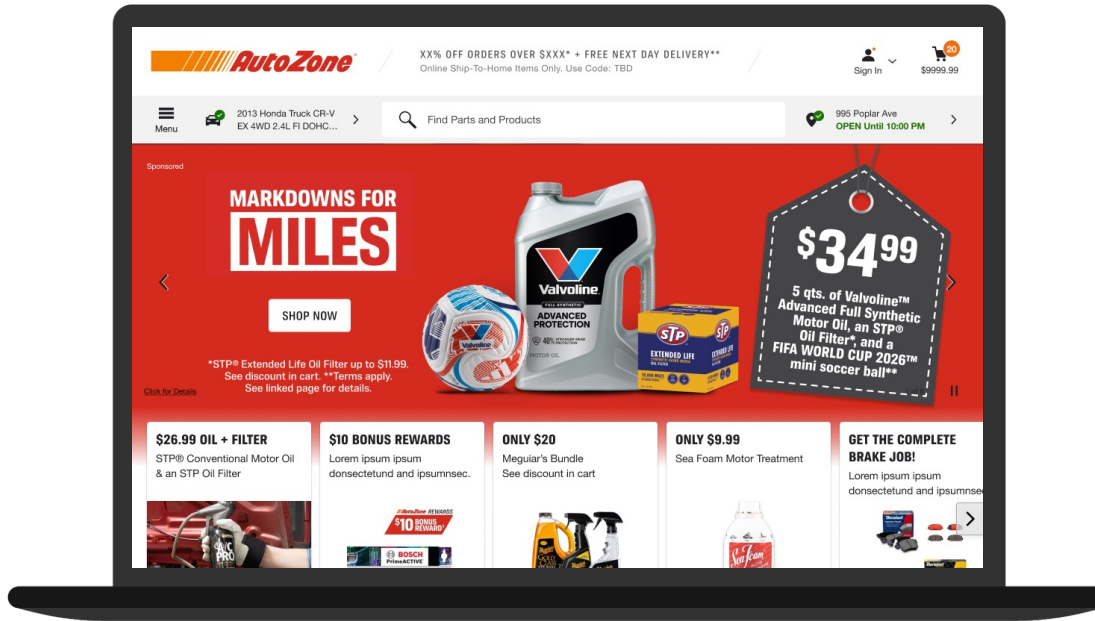
Updated reusable animated wireframes to support the Walgreens rebrand, adapting promotion-specific messaging, logos, and image crops across 2 animated frames and 14 display sizes.



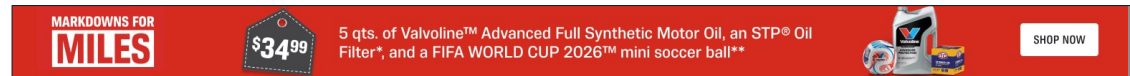
# Julia's Epsilon Work Portfolio

## AutoZone x Valvoline – Markdown for Miles Campaign

Onsite Homepage Carousel Banners (All Devices)



Onsite Category Page Banners (All Devices)



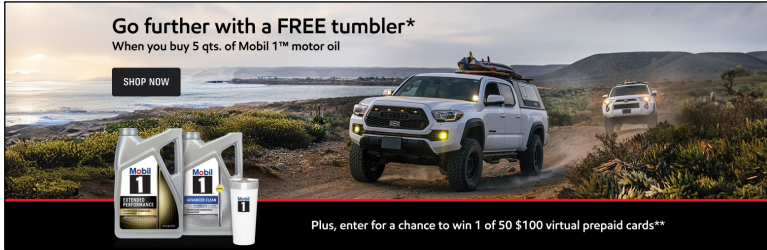
Designed onsite placements from an AutoZone campaign brief, balancing messaging and imagery across devices. Developed campaign-specific packshots and pricing graphics to support campaign objectives.



# Julia's Epsilon Work Portfolio

## AutoZone Retail Media Onsite Campaigns – Brand Profile Page Header

Desktop: 1560x500



Desktop: 1560x500



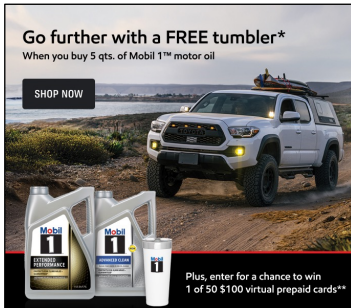
Tablet: 1100x500



Tablet: 1100x500



Mobile: 688x600



Mobile: 688x600



*Designed responsive onsite placements using provided imagery, logos, and promotional copy.  
Created layouts and visual hierarchy that scaled across desktop, tablet, and mobile experiences.*



# Julia's Epsilon Work Portfolio

## Family Dollar Retail Media Campaigns – Homepage, In-App & Offsite Placements

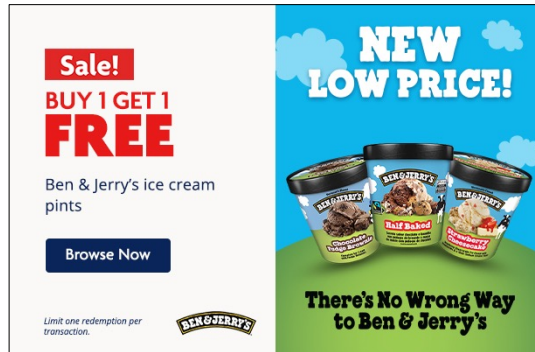
Offsite Placement: Display Banners – 14 sizes



Offsite Placement: Display Banners – 14 sizes



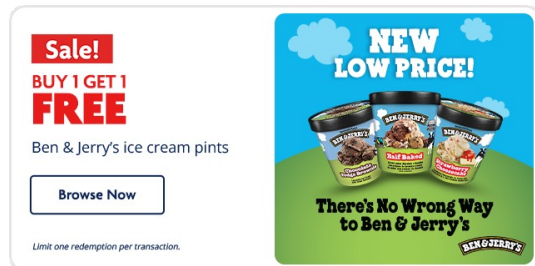
Onsite Placement: Homepage Web Banners – 4 sizes



Onsite Placement: Homepage Web Banners – 4 sizes



In-App Placement: Mobile Banners – 3 sizes



In-App Placement: Mobile Banners – 3 sizes

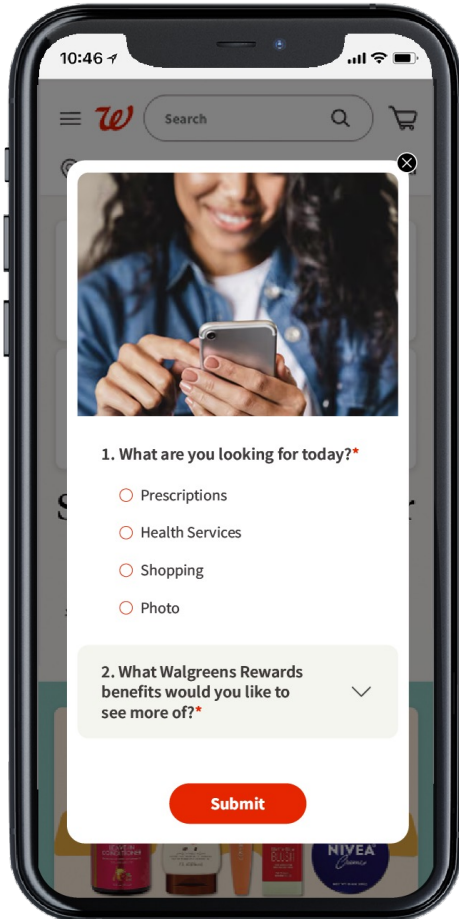


Translated a client-provided key visual across 21 placements, making strategic decisions on layout and visual hierarchy to optimize each format.

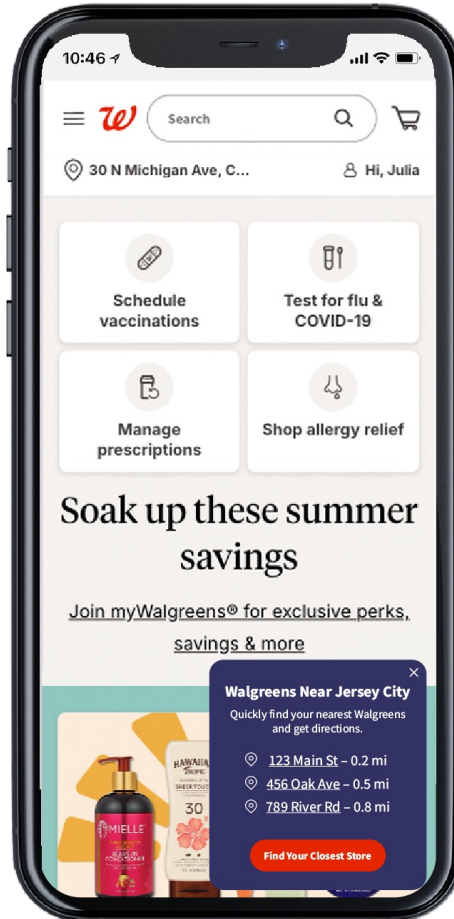


# Julia's Epsilon Work Portfolio

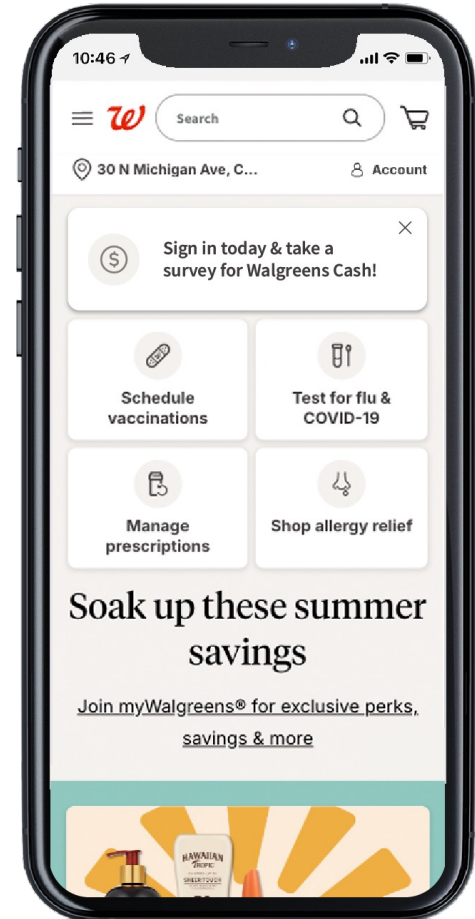
## Walgreens Sales Proposal Mockups



Traffic Shaping Overlay



Geo-targeted Notification



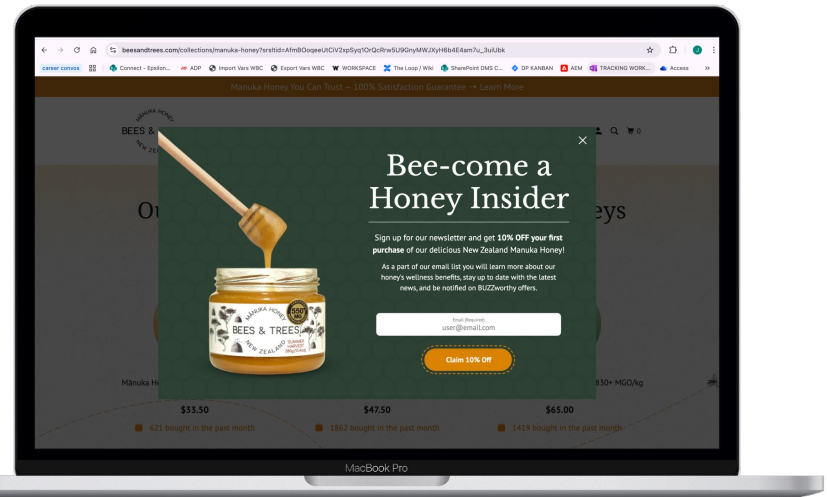
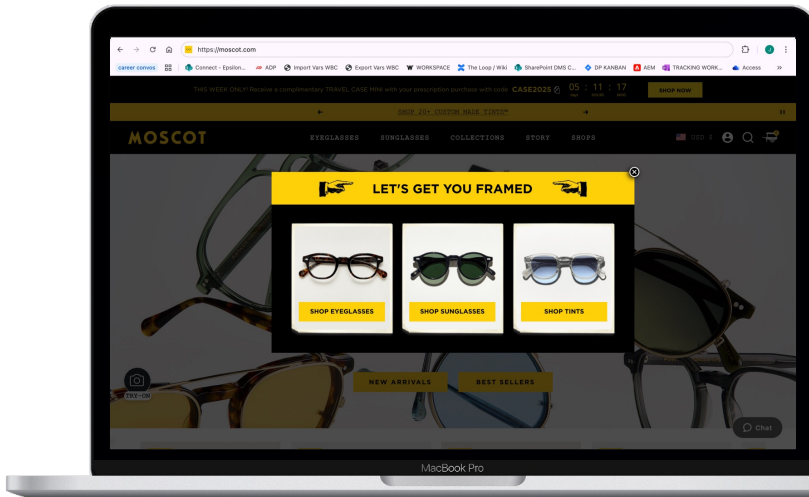
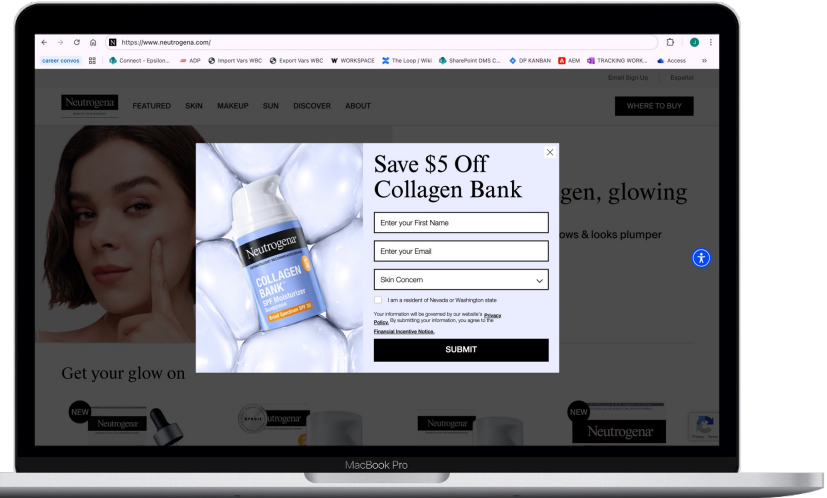
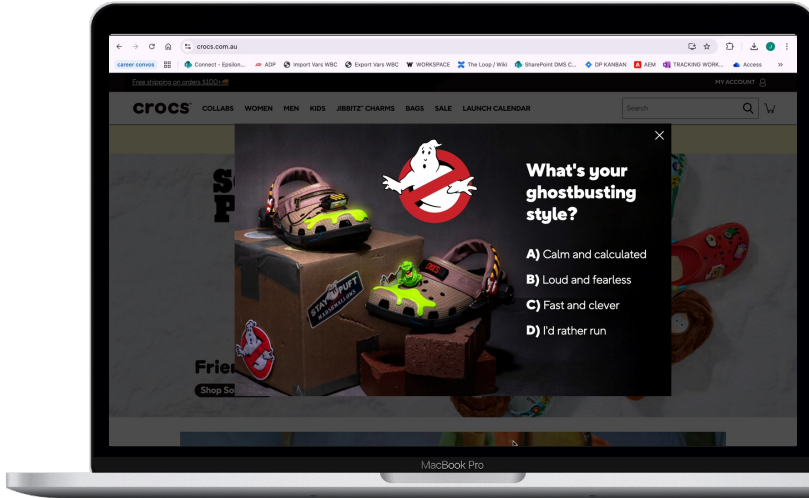
Embedded Notification

Created mockups to show how Epsilon can deliver personalized onsite experiences that integrate seamlessly into the customer journey and drive engagement.



# Julia's Epsilon Work Portfolio

## Epsilon Accelerate Overlay Campaigns



Designed and launched overlay campaigns using Epsilon Accelerate, Epsilon's onsite personalization platform, to engage users and capture customer insights directly on client websites.

