



JULIAN NICOLE SALINAS

PORTFOLIO

Website: juliannicoledesign.com

Behance: behance.net/juliannicole

EDUCATION

York College of Pennsylvania - York, PA

August 2008 - December 2012

Bachelor of Arts, Graphic Design

Minors: Advertising, Photography

WORK EXPERIENCE

Digital & Graphic Designer, Geneia - Harrisburg, PA

August 2017 - present

- Regularly implementing new design and digital strategies including: UI/UX enhancements to Geneia.com, custom graphics for social media, creation of HTML landing pages and email templates, digital advertising, and content updates within the Sitecore platform
- Improve and maintain the Geneia brand across marketing materials, digital marketing, Geneia.com, presentations, applications, and affiliated platforms for Salesforce
- Design marketing and sales materials such as case studies, white papers, brochures, data sheets, advertising, presentations, and trade show graphics

Associate Lead Web Designer, WebpageFX - Harrisburg, PA

February 2015 - August 2017

- Designed over 50 responsive websites and landing pages for various clients nationwide including Caterpillar, Coldwell Banker, Flagger Force, KOA, and Stanley Security. Created infographics, motion graphics, social media graphics, email templates, and PPC banner ads.
- Performed website edits and built layouts within HTML based websites, Wordpress, and other CMS platforms
- Lead the internal design and creative strategy for webpagefx.com, marketing materials, and proposals
- Provided art direction and feedback to junior designers

Graphic Designer, Partners & Harrison - Baltimore, MD / York, PA

August 2013 - January 2015

- Designed advertising, logos, branding, packaging, marketing materials, web design, social media graphics, and publications
- Provided art direction and feedback to junior designers

Julian Nicole Design -Freelancing/Contracting

January 2010 - present

- My personal graphic design business specializing in: UI/UX design, social media graphics, infographics, online banner ads, marketing materials, Wordpress management, print and publication design, branding, advertising, invitations, and photography

INVOLVEMENT

Central Pennsylvania AIGA

Historic Harrisburg Association

Harrisburg Young Professionals

York College Alumni Council

York County School of Technology OAC

SOFTWARE & SKILLS



Photoshop



UI/UX design



InDesign



Wireframing & Prototyping



Illustrator



HTML/CSS



Dreamweaver



Agile Development



Adobe XD



Typography



Wordpress



Photography



Sitecore



Communication



Pardot



Art direction & strategy



Microsoft Office



Project management

AWARDS

2016 Horizon Interactive Awards, Best in Category:

The Gregory, thegregorybr.com

2016 Horizon Interactive Awards, Bronze:

Mid Penn Bank, midpennbank.com

2016 Hermes Creative Awards, Gold:

Flagger Force, flaggerforce.com

2015 Horizon Interactive Awards, Bronze:

Drayer Physical Therapy, www.drayerpt.com

2014 American Graphic Design, Packaging, & Web Design Award:

Nuevue infographic, website, packaging

