



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 designing and implementing various digital design strategies including: UI/UX enhancements to Geneia.com and Geneia platforms, custom digital graphics for social media and the web, design and build of HTML landing pages and email templates, and digital advertising
- Continually elevating and maintaining the Geneia brand across many channels including Geneia.com, social media, advertising, marketing & sales materials, internal designs, presentations, products, and affiliated platforms for Salesforce
- Work with Geneia's website and platforms scrum team providing wireframes, prototypes, UX guidance, and approvals

Associate Lead Web Designer, WebFX - 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, 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: web, digital, UI/UX, branding, advertising, social media graphics, infographics, marketing materials, Wordpress management, and print design

INVOLVEMENT

Central Pennsylvania AIGA

Historic Harrisburg Association

Harrisburg Young Professionals

SOFTWARE & SKILLS

 Ps Photoshop	 UI/UX design
 Id InDesign	 Wireframing & prototyping
 AI Illustrator	 HTML/CSS
 Dw Dreamweaver	 Agile development
 Xd Adobe XD	 Typography
 W Wordpress	 Photography
 S Sitecore	 Communication
 P Pardot	 Art direction & strategy
 M Microsoft Office	 Project management

AWARDS

2016 Hermes Creative Awards, Gold:

Flagger Force, flaggerforce.com

2016 Horizon Interactive Awards, Best in Category:

The Gregory, thegregorybr.com

2016 Horizon Interactive Awards, Bronze:

Mid Penn Bank, midpennbank.com

2015 Horizon Interactive Awards, Bronze:

Drayer Physical Therapy, drayerpt.com

2014 American Graphic Design,

American Packaging Award,

& American Web Design Award:

Nuevue infographic, packaging, website,

