



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 for Geneia.com, landing pages, social media, emails, advertising, marketing, sales, internal communications, and Geneia products and platforms built within ServiceNow, Salesforce, and Sisense
- Continuously maintaining and improving the Geneia brand across multiple internal and external channels
- Work with Geneia's product and business service teams to provide UI/UX design, wireframes, prototypes, and style guides for Geneia products, dashboards, and digital platforms
- Manage and provide art direction to junior level designers

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 freelance 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
 Sketch	Sketch	 Photography
 W	Wordpress	 Communication
 Cloud	Pardot	 Art direction & strategy
 Window	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

