



JULIAN NORTHROP

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SKILLS

Graphic Design
Web Design
UI Design
Wireframing & Prototyping
Advertising
Infographic Design
Branding & Identity
Print Design
Presentation Design
Email Design
Trade Show & Event Design
Packaging Design
Art Direction & Strategy
WordPress Development
Basic HTML/CSS
Basic Video Editing
Project Management
Technical Writing

SOFTWARE & TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD
Adobe Animate
Adobe Premier
Figma
WordPress
Elementor Builder
Divi Builder
Mailchimp
Wix
Microsoft Office
Google Slides

WORK EXPERIENCE

Freelance Graphic Designer, Julian Nicole Design • Harrisburg, PA

January 2010 - present

- Design brand identities and marketing assets across print, digital, and advertising channels for B2B and B2C clients in industries including healthcare, tech, education, nonprofits, and more.
- Design and develop websites using WordPress and Elementor.
- Create assets for digital campaigns including Google display ads, social graphics, infographics, email campaigns, and landing pages.
- Develop marketing and sales collateral such as case studies, eBooks, white papers, presentations, and trade show and event graphics to support client growth initiatives.

Freelance Design Director, Noblestream Marketing • Remote

December 2022 - present • Marketing agency

- Led the development of Noblestream's new brand identity, including logo design, color palette, typography, website, and branded materials (presentation template, email templates, business cards).
- Oversee design strategy and execution for clients across industries such as healthcare, technology, hospitality, and retail.
- Design and develop marketing assets including websites, digital ads, social graphics, email campaigns, presentations, sales collateral, and other branded materials.

Web Designer, WebstaurantStore • Remote

May 2020 - November 2020 • Online retailer of restaurant supplies

- Designed website layouts and graphics for webstaurantstore.com and company brands.

Digital & Graphic Designer, Geneia • Harrisburg, PA

August 2017 - May 2020 • Healthcare technology company

- Developed and executed digital design strategies across the company website, landing pages, social media, email campaigns, and internal platforms.
- Created marketing and sales materials including case studies, white papers, infographics, presentations, advertising, and trade show and event graphics.
- Led UI/UX design and prototyping for internal platforms built on ServiceNow, Salesforce, and Sisense.
- Oversaw a full brand refresh, including new product branding, typography, color systems, and iconography.
- Led the redesign of the company website and intranet to streamline navigation, enhance functionality, and deliver a more cohesive user experience.
- Managed interns and provided art direction to creative staff.



Associate Lead Web Designer, WebFX • Harrisburg, PA

February 2015 - August 2017 • Digital marketing agency

- Designed websites and landing pages for B2B and B2C clients in a wide range of industries, such as financial, education, manufacturing, construction, real estate, technology, healthcare, retail, and more.
- Created infographics, web graphics, social media graphics, email templates, and PPC banner ads.
- Led a brand refresh for internal design and provided creative direction for websites, marketing materials, and proposals.
- Executed website edits and coded layouts within HTML-based websites, WordPress, and CMS platforms.

PREVIOUS EMPLOYMENT

Graphic Designer, Partners & Harrison • Baltimore, MD

August 2013 - January 2015

Page Coordinator, Ahold Delhaize USA • Carlisle, PA

January 2013 - July 2013

LEADERSHIP

Friends of Midtown

Board of Directors, Communications Committee Chair • *May 2022 - present*

Executive Board, Secretary • *May 2025 - present*

York Co. School of Technology Occupational Advisory Committee

Occupational Advisor, Commercial Art • *January 2016 - present*

EDUCATION

York College of Pennsylvania

Bachelor of Arts: Graphic Design • Minors: Advertising, Photography

AWARDS

2016 Hermes Creative Awards, Gold: Flagger Force website

2016 Horizon Interactive Awards, Best in Category: The Gregory website

2016 Horizon Interactive Awards, Bronze: Mid Penn Bank website

2015 Horizon Interactive Awards, Bronze: Drayer Physical Therapy website

2014 American Graphic Design Award, Graphic Design USA: Nuevue packaging

2014 American Graphic Design Award, Graphic Design USA: Nuevue website

2014 American Graphic Design Award, Graphic Design USA: Nuevue infographic