SELINA GEROSA

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JUNIOR GRAPHIC DESIGNER

Innovative and versatile graphic designer with additional expertise in web design. Talent in branding design combined with proficiency in coding, resulting in balanced understanding of digital media. Natural leader and collaborator, skilled at building productive teams and establishing mutually beneficial client relationships. Adept at translating client's mission and goals into compelling visual brand identity. Strong design, illustration, and fine art skills and educational foundation.

Product Design | Interactive Design | Editorial Design | Installation Design | Motion Design | Typography
Video Production | Illustration | Branding | Art Direction | Marketing | HTML/CSS | JavaScript | UI/UX |
Search Engine Optimization | Adobe InDesign, Photoshop, Illustrator, After Effects, Premier Pro

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer / Web Designer   *2017-Present*

Select Graphic Design Projects:
- **Zachys Fine Wine** - Digital Designer: generated imagery used for web banners, social media, and in-store flyers. Edited and cropped images for both retail and auction websites.
- **Writer/Internet Host/Voice Actor Dorrie Sacks** - Branding: logo, business card, custom illustration.
- **Entrepreneur Ben Harkham** - Multiple illustration and design projects: custom shoe tread vector illustration; mechanical vector diagram of boot; shoe box design; shoe size sticker design; logo cleanup; image editing and cleanup; Shopify website layout.
- **Boston University College of Fine Arts School of Visual Arts** - Brand Manager, 2018 Thesis Event: Managed entire project from conception to production, including advertising, budget, and event production. Contributed to designs for banners, posters, postcards, stickers, and HTML website.
- **Scientific American** - Designed in-house infographic using Adobe Illustrator.

Select Web Design Projects:
- **The Copy Canary** - Created a uniquely customized Squarespace website and brand identity, illustrating an icon set, and ensuring the site complies with best web practices for search engine ranking.
- **The Ramakrishna-Vivekananda Center of New York** - Redesigned 150+ page website: brand designer, web developer, icon designer, user interaction designer and user experience designer. Coded entirely in HTML/CSS/JS; included a strategic overhaul of the site flow and major navigation systems, modernization of visual language and web functionality with fully responsive templates and updated ecommerce system, and incorporation of Google Analytics and cross-platform identity unification.
- **Executive Trainer/Author Sherri Fisher** - Redesigned and coded website using HTML/CSS/JS/. Site design included emphasis on contemporary coding practice, such as responsiveness, accessibility, and Page Rank/Search Engine Optimization through metadata.
- **Musician Jacob Cooper** - Redesigned website using WordPress. Transferred domain hosting.

Marketing Assistant, *Digital Science*   *2019*
- Contributed to and helped manage annual social media campaign for tech company.
- Projects included copy and graphics for social media, video production and editing (including motion graphics), blog writing, contest organizing, event planning, and developing campaign partnerships.

EDUCATION

Boston University, Boston, MA: *Bachelor of Arts in Graphic Design; Minor in Computer Science, 2018*