

# Joseph Salmón

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## About Me

I'm a web & visual designer. I'm also a communications and marketing analyst. I wear all sorts of hats in my work, and I'm passionate about supporting projects & teams however I can. I'm a proponent of simple, yet effective design and development.

## Experience

CURRENT

### Communications Analyst Northern Arizona University

Creating digital campaigns guiding change management and technology implimentation for over 38,000 students, faculty, and staff. Front-end web design and development in an enterprise Wordpress environment, as well as upkeep and analytics using Siteimprove and Google Analytics.

2017-  
CURRENT

### Freelance Web and Visual Designer

Web design and front-end development, branding and marketing material creation, physical merchandise design, as well as design consultation and research. Copywriting and editing for marketing and brand tone optimizaiton.

2021 - 22

### Visual Communications Assistant Northern Arizona University

Graphic design and motion design for social media, web, and email marketing. On-site photo and videography. Creation of brand identity guides, email marketing using Mailchimp, Hootsuite, and CRM software such as Salesforce and ServiceNow.

2019 - 21

### Graphic Designer SV Elite Cheerleading

Graphic design for social media, web, and print merchandise. Creation of branding materials both digitally as well as print media across multiple locations. On location photography and videography.

## How I Work

I'm passionate about helping others through my personal exploration and discovery. I love learning and immersing myself in new areas, and resourcing myself as a "one-stop-shop" to uplift and support others.

I've worked with IT implimentation teams on large scale projects, as well as 1:1 with team members to solve design and development problems through collaboration and research.

I enjoy being adaptable and flexible to the needs of others, as well as being able to contribute from planning to implimentation.

## Skills

Front-End Design & Development, UI/UX Design & Engineering, Visual Design, Branding, Photo & Videography, Copywriting and Copyediting for SEO, Web & UX.

## Tools & Methods

JavaScript Frameworks, Wordpress, Adobe CC, Webflow, Figma, PaaS and CDN Platforms, Blender.

User Research, Design Critique, Interviewing & Matrixing, Market Research and Analytics, Focus Groups.