

Joseph Salmón

joeysalmon9@gmail.com

928.821.9183

About Me

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

Experience

CURRENT

Communications Analyst

Northern Arizona University

Crafting user-friendly communication campaigns guiding change management and technology implementation for over 34,000 students, faculty, and staff. Frontend web design and development using Wordpress, 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 optimization.

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 implementation 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 implementation.

Skills

Graphic & Motion Design, Visual Communication, Branding, Web Design & Development, UI/UX Design, Photo & Videography and Editing, Copywriting & Editing.

Tools & Methods

Illustrator, After Effects, Photoshop, Wordpress, Javascript, Svelte, Netlify, Webflow, Figma.

Design Critique, Consulting, Interviewing & Matrixing, User Testing, Research & Analytics, Focus Groups.

2023