Selina Gerosa

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Experience

Marketing Assistant

Contributed to and helped manage annual social media campaign for Digital Science, a tech company. Organized and created copy and graphics for social media, produed and edited videos (includes motion graphics), wrote blogs, organized a contest, planned events, and developed campaign partnerships.

2019

Freelance Graphic Designer

Logo, business card, and custom illustration for writer, internet host, and voice actor Dorrie Sacks.

2019

Digital designer for Zachys Fine Wine. Generated imagery used for web banners, social media, and in-store flyers. Also edited and cropped images for both retail and auction websites.

2019

Ongoing illustration and design projects with entrepreneur Ben Harkham. Projects include a custom shoe tread vector illustration, mechanical vector diagram of boot, shoe box and shoe-size sticker design, logo cleanup, image editing and cleanup, and Shopify website layout.

2018-2019

Brand designer for the Boston University College of Fine Arts School of Visual Arts 2018 thesis event. In addition to managing the brand, contributed to designs for banners, posters, postcards, stickers, and an HTML website. Was responsible for managing the entire project from conception to production, including advertising, budget, and production of the event.

2018

Designed an in-house infographic for Scientific American using Adobe Illustrator.

2017

Designed brochure and assisted with visual components, including logo cleanup, for the start-up vegan chocolate company, NamaKiss.

2017

Freelance Web Designer

Concept to completion website redesign for The Ramakrishna-Vivekananda Center of New York. Redesign included an emphasis on responsiveness, SEO best practices, and optimizing navigation to modern web design standards.

2018-2019

Concept to completion website redesign for self-help book author Sherri Fisher using HTML/CSS/JS. Site design included emphasis on contemporary coding practice, such as responsiveness, accessibility and PageRank/Search Engine Optimization through metadata.

2018

Redesigned musician Jacob Cooper's website using Wordpress. Also transfered domain hosting.

2017

Education

Boston University

Received BA in graphic design and a minor in computer science.

Skills

Production Design	Branding	Adobe InDesign	HTML/CSS
Interactive Design	Art Direction	Adobe Photoshop	Javascript
Editorial Design	Advertising	Adobe Illustrator	UI/UX
Installation Design	Illustration	Adobe After Effects	Search Engine Optimization
Illustration	Leadership	Adobe Premier Pro	Responsive Web Design