

# Selina Gerosa

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## Experience

### Marketing Assistant

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

2019

### Graphic Designer

Freelance 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 design and shoe size sticker design, logo cleanup, image editing and cleanup, and Shopify website layout.

2018-9

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 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

### Web Designer

Redesigned and coded the website of 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 transferred domain hosting.

2017

### Social Media Intern

Designed in-house fliers and produced daily content for Instagram, Facebook, LinkedIn, and Twitter accounts for NGIN Workplace, a coworking space.

2017

## Education

### Boston University

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

## Skills

Production Design

Interactive Design

Editorial Design

Installation Design

Illustration

Branding

Art Direction

Advertising

Illustration

Leadership

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Adobe Premier Pro

HTML/CSS

Javascript

UI/UX

Search Engine Optimization

Responsive Web Design