

# SELINA GEROSA

Boston, MA | 914.356.5541 | [selinagerosa@gmail.com](mailto:selinagerosa@gmail.com) | <https://selinagerosa.com>

## WEB DESIGNER

Innovative and versatile web designer with additional expertise in graphic 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.

HTML/CSS | JavaScript | UI/UX | Wordpress | Wix | Squarespace | Accessibility | Search Engine Optimization  
Responsiveness | Wireframing | Typography | Video Production | Illustration | Branding | Art Direction |  
Marketing | Adobe InDesign, Photoshop, Illustrator, After Effects, Premier Pro

## PROFESSIONAL EXPERIENCE

### **Freelance Web Designer / Graphic Designer**

*2017-Present*

#### *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.
- **Graphic Design Studio Herger Design** - Designed a fully responsive Wordpress website with considerations for meta-data and accessibility.
- **Chem-Tech Startup Soliyarn** - Designed a mobile-friendly Wix website, brand identity and logo.
- **Voice Actor World Damanation** - Created a personalized Wix website and brand identity.
- **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 e-commerce 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.

#### *Select Graphic Design Projects:*

- **STEM Portfolio Group Digital Science** - Marketing Associate, Social Media Campaign: copy and graphic designs for social media, video production and editing, blog writing, contest organizing, event planning, and developing campaign partnerships.
- **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.
- **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.

## EDUCATION

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