

Selina Gerosa

Graphic and Web Designer

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Experience

Graphic Designer

Freelance digital designer for Zachys Fine Wine. Generated imagery used for web banners, social media, and in-store flyers. Also editing 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 show. In addition to branding, contributed to designs for banners, posters, postcards, stickers, and an HTML website. Was responsible for entire project from conception to production, including advertising, budget, and installation. 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

Marketing Intern

Contributed to and helped manage annual social media campaign for Digital Science, a tech start-up. Projects included copy and graphics generation, video production (including motion graphics), blog writing, contest organizing, and developing campaign partnerships. 2019

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

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| 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 |