

Selina Gerosa

Graphic and Web Designer

914 356 5541

selinagerosa@gmail.com

<https://selinagerosa.com>

Education

Boston University

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

2014-2018

Skills

Production Design	Branding
Interactive Design	Art Direction
Editorial Design	Advertising
Project Management	Bookmaking
Leadership	Illustration
Adobe InDesign	HTML/CSS
Adobe Photoshop	Javascript
Adobe Illustrator	UI/UX
Adobe After Effects	SEO
Adobe Premier Pro	Python

Experience

Graphic and Web Designer

Generated a full brand identity, multiple posters, banners, stickers, a hand-coded website, the ad campaign and digital outreach for Boston University College of Fine Arts School of Visual Arts Thesis Show. Also curated the graphic design portion of the show.

2018

Freelance Web Design

Redesigned and hand-coded in HTML/CSS the website of self-help book author Sherri Fisher. Focus on SEO and UI/UX.

2018

Redesigned and migrated musician Jacob Cooper's website to Wordpress. Also transferred domain hosting.

2017

Freelance Graphic Designer

Designed an in-house infographic for Scientific American.

2017

Designed brochures and assisted with visual components of the start-up vegan chocolate company, NamaKiss.

2017

Freelance Illustrator

Created custom shoe sole vector illustration and generated new logo for Ben Harkham.

2018

Created illustration for sticker and grinder for the band Dump Him, for sale at shows.

2017

Intern

Social media and art intern at NGIN Workplace, a coworking space. Designed in-house fliers and produced content for Instagram, Facebook, LinkedIn, and Twitter accounts.

2017

Social media intern for Scientific American, wrote daily posts that showcased content on Facebook feed.

2015

Art department intern at Scientific American, found stock photos and contributed to design.

2013

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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

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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