



JULIAN NORTHROP

PORTFOLIO: JULIANNORTHROP.COM • LINKEDIN.COM/IN/JULIAN-NORTHROP

SKILLS

Graphic Design
Web Design
UI Design
Wireframing & Prototyping
Advertising
Infographic Design
Branding & Identity
Print Design
Presentation Design
Email Design
Trade Show & Event Design
Packaging Design
Art Direction & Strategy
WordPress Development
Basic HTML/CSS
Basic Video Editing
Basic Animation
Project Management

SOFTWARE & TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD
Adobe Animate
Adobe Premier
Figma
WordPress
Elementor Builder
Divi Builder
Mailchimp
Wix
PowerPoint
Google Slides
Canva
AI Tools / Chat GPT

WORK EXPERIENCE

Graphic Designer (Freelance) • Harrisburg, PA

January 2020 - present

- Design brand identities and marketing assets across print, digital, and advertising channels for B2B and B2C clients in industries including healthcare, tech, hospitality, retail, nonprofits, and more.
- Design and develop websites using WordPress and Elementor.
- Create assets for digital campaigns including Google display ads, social graphics, infographics, email campaigns, and landing pages.
- Develop marketing and sales collateral such as case studies, eBooks, white papers, presentations, and trade show and event graphics to support client growth initiatives.

Senior Designer (Freelance), Noblestream Marketing • Remote

December 2022 - present • Marketing agency

- Led the development of Noblestream's new brand identity, including logo design, color palette, typography, website, and branded materials (presentation template, email templates, business cards).
- Oversee design strategy and execution for clients across industries such as healthcare, technology, hospitality, and retail.
- Design and develop marketing assets including websites, digital ads, social graphics, email campaigns, presentations, sales collateral, and other branded materials.

Web Designer, WebstaurantStore • Remote

May 2020 - November 2020 • Online retailer of restaurant supplies

- Designed website layouts and graphics for webstaurantstore.com and company brands.

Digital & Graphic Designer, Geneia • Harrisburg, PA

August 2017 - May 2020 • Healthcare technology company

- Developed and executed digital design strategies across the company website, landing pages, social media, email campaigns, and internal platforms.
- Created marketing and sales materials including case studies, white papers, infographics, presentations, advertising, and trade show and event graphics.
- Led UI/UX design and prototyping for internal platforms built on ServiceNow, Salesforce, and Sisense.
- Oversaw a full brand refresh, including new product branding, typography, color systems, and iconography.
- Led the redesign of the company website and intranet to streamline navigation, enhance functionality, and deliver a more cohesive user experience.
- Managed interns and provided art direction to creative staff.



Associate Lead Web Designer, WebFX • Harrisburg, PA

February 2015 - August 2017 • Digital marketing agency

- Designed websites and landing pages for B2B and B2C clients in a wide range of industries, such as financial, education, manufacturing, construction, real estate, technology, healthcare, retail, and more.
- Created infographics, web graphics, social media graphics, email templates, and PPC banner ads.
- Led a brand refresh for internal design and provided creative direction for websites, marketing materials, and proposals.
- Executed website edits and coded layouts within HTML-based websites, WordPress, and CMS platforms.

PREVIOUS EMPLOYMENT

Graphic Designer, Partners & Harrison • Baltimore, MD

August 2013 - January 2015

Page Coordinator, Ahold Delhaize USA • Carlisle, PA

January 2013 – July 2013

LEADERSHIP

Friends of Midtown

Board of Directors, Communications Committee Chair • *May 2022 - present*

Executive Board, Secretary • *May 2025 - present*

York Co. School of Technology Occupational Advisory Committee

Occupational Advisor, Commercial Art • *January 2016 - present*

EDUCATION

York College of Pennsylvania

Bachelor of Arts: Graphic Design • Minors: Advertising, Photography

AWARDS

2016 Hermes Creative Awards, Gold: Flagger Force website

2016 Horizon Interactive Awards, Best in Category: The Gregory website

2016 Horizon Interactive Awards, Bronze: Mid Penn Bank website

2015 Horizon Interactive Awards, Bronze: Drayer Physical Therapy website

2014 American Graphic Design Award, Graphic Design USA: Nuevue packaging

2014 American Graphic Design Award, Graphic Design USA: Nuevue website

2014 American Graphic Design Award, Graphic Design USA: Nuevue infographic