



# 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

## SOFTWARE & TOOLS

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe XD  
Adobe Animate  
Adobe Premier  
Figma  
WordPress  
Elementor Builder  
Divi Builder  
Mailchimp  
Wix  
Microsoft Office  
Google Slides  
Canva

## WORK EXPERIENCE

### **Freelance Graphic Designer, Julian Nicole Design • 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, education, 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.

### **Freelance Design Director, 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