

JULIE PETERSON

DIGITAL
DESIGNER

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EDUCATION

New Jersey City University September 2015 to May 2018
Bachelors of Fine Arts in Digital Design and Illustration 3.71 GPA

EXPERIENCE

Empire Medical Associates *Springfield, NJ*
Graphic Design Contractor *September 2016 - Present*

- Creating informational designs for brochures, postcards, posters, and business cards
- Building and maintaining the company website through Wordpress using HTML and CSS

Vidyo *Hackensack, NJ*
Web Maintenance Contractor *May 2017 - August 2017, March 2018 - Present*

- Creating branded graphics and in-situation images for web and social media usage
- Updating website with new articles, events and press releases, as well as implementing new changes to their multi-language sites
- Redesigned datasheet and case study brochures
- Performed photo manipulation to create in-situation use cases of software use

New Jersey City University *Jersey City, NJ*
Graphic Design Intern *August 2017 - May 2018*

- Creating informational designs for brochures, postcards and posters
- Greeting and attending visitors at the galleries on campus
- Preparing and mending galleries for new, upcoming shows

New Jersey City University: The Gothic Times *Jersey City, NJ*
Photo Editor *September 2016 - May 2018*

- Taking, organizing and editing photos for the on-campus newspaper
- Creating illustrations and graphic images used with articles in printed and digital issues
- Collecting and verifying usage rights and documentation for the photos featured

Best Buy *Jersey City, NJ*
Retail Merchandiser *March 2011 - September 2017*

- Updating Interactive displays and planograms to improve shopping experience
- Performing sales ad sets for all departments in an accurate and timely manner including: updating weekly pricing, sales advertisements and featured product displays

ACCOMPLISHMENTS

AIGA: Represent Exhibition *Philadelphia, PA*
<https://philadelphia.aiga.org/event/represent> *November 2017*

- Selected to represent NJCU in AIGA Philadelphia's first Student Designer Art Show, showing an interactive ePub created on the Global Warming crisis in Artic Regions

Nova Altum: 2018 BFA Thesis Exhibition *Jersey City, NJ*
<https://www.njcu.edu/calendar/nova-altum-2018-bfa-thesis-exhibition> *April 2018*

- Created a fantasy RPG video game concept through written story, digital illustration and design to challenge the portrayal of women as weak characters by creating a strong female lead