

# JULIE PETERSON

DIGITAL  
DESIGNER

42 W 16th St, Bayonne, NJ 07002 | (229) 563-7924 | [jp@petersoju.com](mailto:jp@petersoju.com) | <http://petersoju.com>

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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  
Creative Services Representative 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
- Managing and applying SEO changes to terms, phrases & links
- Responsible for keeping all medical offices up to date with current branding standards

**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