Julianna Rodriguez
Digital Designer

CONTACT

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- 📍 Philadelphia, PA

TECHNICAL

Proficient In:

- Illustrator
- Photoshop
- InDesign
- Figma
- HTML & CSS
- Bootstrap
- Google Docs
- Google Slides
- Spanish (Native)

Familiar With:

- Javascript
- PHP
- SQL
- Premiere
- Affer Effects
- Canva
- Google Sheets

SKILLS

- Vector Illustrations
- Typography
- UX/UI Design
- UX Research
- Wireframing
- Prototyping
- Iconography
- Branding
- Responsive Logos
- Digital Imaging

EXPERIENCE

Arcadia University, Glenside PA

Marketing and Communications Department

Web Support   Jun 2023 - Present

- Using Site-Improve, Wordpress, and HTML to fix the accessibility issues of a web page.
- Assisting in team projects that update the testimonials and images for the University's website.

Junior Graphic Designer   Mar 2023 - Present

- Responsible for the University's visual identity and brand integrity across all mediums and platforms.
- Manage the media library and update the alternative text of images on the website.

1853 Communications, Student-Run PR Agency

Account Executive   Jan - Apr 2023

- Planned a campaign for the Students Save Lives Challenge that the agency entered in Spring 2024.
- Created content for the monthly newsletter, blog posts page, and social media account.

2nd Ave Thrift Superstore, Fairless Hills PA

Back Production Team Member   May - Aug 2022

- Organized the sales floor, while sorting and pricing back stock inventory from apparel to media items.
- Supported customers with their requests and informed them about the store's discounts and special offers.

Good Stuff Thrift Store, Fairless Hills PA

Domestic Associate   Jun - Aug 2019

- Sorted donated merchandise and displayed items on the floor.
- Collaborated with team members to increase production rate.

EDUCATION

B.A. in Computing Technology, Studio Arts Minor

Arcadia University, Glenside PA   Expected Grad, May 2025

Award

- Earned the Provost's Prize for highest cumulative averages for three semesters as a second year student.