

selina taylor

PROFILE

I'm a multidisciplinary visual and product designer with more than 8 years of professional in-house agency and freelance experience with work ranging widely from small publications to multi-million-dollar fundraising campaigns.

CONTACT

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🌐 www.middlettaylor.com

EDUCATION

B.A. in Art – Design

Gordon College, Class of 2018

Summa Cum Laude

LANGUAGES

English

Mandarin Chinese

SKILLS

Adobe Creative Suite

HTML / CSS

Adobe XD

Figma

Webflow

Wordpress Divi Builder

Wix

Squarespace

Adobe Lightroom

Adobe Premier Pro

Campaign Monitor

BEEPro

Social media strategy

Meta Business Suite

Digital photography / post-production

Handlettering / typography

EXPERIENCE

Web Designer, College Creative

Gordon College, Wenham, MA / November 2020–October 2022

- + Designed, developed, and maintained all web assets.
- + Created digital ads and landing pages.
- + Liaised and collaborated with all campus departments and reviewed all submitted content to ensure the website supported all recruiting and fundraising goals.
- + Actively engaged in and contributed to all department-initiated web ideation and innovation.
- + Managed the College's social media presence by planning the content calendar, creating all social media visual and video assets, and monitoring all engagement.
- + Photographed, edited, and produced high quality campus, student, and event imagery for marketing materials.
- + Oversaw training, mentored, and reviewed work of design interns.

Graphic Designer, College Creative

Gordon College, Wenham, MA / January 2018–October 2020

- + Designed high-quality, on-brand visual solutions and assets for all marketing and communication needs.
- + Liaised and collaborated with clients, editors and vendors concerning proofs, quotes, and design decisions for all projects.
- + Collaborated with the digital marketing team on social media strategy and created all visual assets for digital ads and social media content.
- + Creatively implemented the Gordon College brand standard.

Freelance Visual Designer

August 2014–present

- + Create innovative design packages for client's branding and marketing initiatives.
- + Meet with client to determine marketing and design vision, scopes of work, budgets, and deliverable timeframes.
- + Handle all administrative aspects of the personal business.

Design and Layout Editor, *The Idiom*

Wenham, MA / Sep. 2016– May 2018

- + Responsible for creative and art direction for the published literary and arts journal.
- + Created all layouts and visual assets required.
- + Oversaw production specifics and collaborated with vendors to ensure quality and maintain production timelines.

Graphic Design Intern, College Creative

Gordon College, Wenham, MA / June 2017– December 2017

- + Designed and laid-out printed publications.
- + Assisted senior graphic designers with project, design, and office needs.
- + Assisted in print production.