



OLIVIA LUNA

Brand Designer

Palm Springs, California

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EXPERIENCE

Brand Designer / Senior Graphic Designer

Cloudflare / Area 1 Security | 2021 - Present

My project collection includes collaborating with web developers on updating and designing landing pages, hero banners and web graphics. Event booth displays, collaborating with copywriters on ebooks, case studies, white pages, internal and external sales sheets, data sheets, and solution briefs. Working with product engineers to develop and design technical product graphics. Additional projects include slide deck presentations and templates, advertising campaign concepts, style guide, Google ads, and other communication materials for digital and printed marketing channels.

Senior Graphic Designer

The Living Desert Zoo & Gardens | 2019 - 2021

Responsible for creating and coordinating the production of compelling, on-brand marketing and graphic materials to support the zoo's mission. Including exhibit signage and displays, wayfinding and interpretive signage, *foxpaws* magazine (tri-annual publication), illustrated park map, annual report, print ads, brochures, fundraising materials, annual appeals, apparel, menus, posters, event displays, etc, while maintaining institutional brand standards and directing an Assistant Graphic Designer.

Digital Graphic Designer & Web Designer

Pay Ready | In-house 2016 - 2019 & Freelance 2019 - 2021

Joining Pay Ready (formerly Debt Logic) at its birth, I was able to create this software brand from scratch. Responsible for designing all brand elements and imagery, collaborating with a web developer and designing web pages, designing email templates, scheduling ebcasts, business cards, printed and electronic brochures and newsletters, large-scale investment presentations, digital and printed ads.

2014 - 2021

Freelance Graphic Designer | Visual and UX UI Designer

*Client List: Apartment SEO | Paragon Rx Clinical | Chute 9 Salon & Spa | Style Reformation Salon
Pariah Supply Co. | Besteaze App | Southwest Constructors | & more*

Freelancing has given me the opportunity to design and expand multiple brands for a diverse client base. With a combined project collection that includes art directing, branding, logo design, web design, email marketing, social media management, web banners and social media ads, posters, photography, photo editing and retouching, conference booth displays, apparel and merchandise design, annual reports, style guides, brochures, investment presentations, and other digital & printed marketing collateral.

EDUCATION

2014 - 2017

Bachelor Of Fine Arts (BFA), Graphic Design
California State University, Long Beach | Graduated 2017

2011 - 2013

Studied Illustration & Graphic Design
East Carolina University | Greenville, NC | Transferred 2014



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CERTIFICATIONS

Google UX Design Professional Certificate

SKILLS

Adobe Creative Suite

Expertise in the latest versions of Illustrator, Photoshop, and InDesign. Strong understanding of other Adobe CC applications including After Effects and Premiere Pro.

Figma & Adobe XD

Experience in building prototypes and collaborating with product design and web development teams.

Illustration, Icon Design, and Product Diagrams

Illustrating and creating new on-brand illustrations, icons, and product diagrams.

Email Marketing

Experience designing templates for targeted email campaigns and eblasts using Constant Contact.

Google Suite & Microsoft Office 365

Significant experience in using Google Suite and Microsoft Office in cross-team collaboration.

Social Media Management & Content Creation

Utilizing Hootsuite to manage and schedule branded content across multiple social media platforms.

Collaboration & Vendor Relations

Experience with working hand-in-hand with creative teams, product management, marketing and editorial teams, print and sign vendors, copywriters, web and application developers.

Project Management Tools

As a lover of lists, Asana and Monday.com might be my favorite tools ever invented.

Marketing & Advertising

Ability to aesthetically generate interest in a company's products or services by working with the marketing teams to execute effective marketing campaigns and strategies to improve brand awareness and revenue.

AWARDS & SHOWS

ARCHIE BOSTON GRAPHIC DESIGN SCHOLARSHIP 2015

Selected by the Graphic Design Faculty at CSULB for best undergraduate portfolio.

RESOLUTION SHOW 2017 LOS ANGELES, CA

Graphic Design art show showcasing work from 24 graphic designers.

REFERENCES

AVAILABLE UPON REQUEST