

# Ana Karina Luna / Graphic Designer

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## Skills

### Design:

- **Web and UI/UX Design:** apply strategic graphic design, digital media creation, and information architecture in interactive and responsive environments
- **Storytelling:** shape creative and strategic narratives by clear and compelling art direction, visual communication and visual design and visual art
- **Conceptual Thinking:** align deep understanding of the creative process with design strategy to client's business objectives
- **Print Design:** coordinate print vendors; relevant understanding of print production process
- **Branding:** expertise in typography and top-level corporate identity & logo design
- **Excellent and strategic writing and verbal communication**
- Typography, brand systems, color theory
- Imagery research, uses & manipulation
- Sketching & prototyping
- User-centered interactive design
- Marketing processes & copywriting
- Information architecture
- Icon & information design (complex narratives in infographs)
- Photography, illustration, motion graphics and video creation & editing
- Digital content creation & design for web, social media, email campaigns
- CMS design

### Technology

- CC suite: PhotoShop, Illustrator, InDesign, DreamWeaver, Premiere
- Basic HTML, CSS, JS
- Pre-press
- Microsoft office (windows/mac OS)

### Project Management

- Scope definition/changes/analysis
- Listing of tasks & milestones, basic logistic
- Advanced planning of "what, when, how"
- Effective coordination of timeline, capital & resources through actively managing the scope
- Creative & conscious use of materials & resources

### Personal

- Thorough presentation & communication skills
- Mindful, organized, accurate & eye to detail, with initiative, out-of-box thinker
- Deep knowledge of systems, psychology, philosophy, human-behavior, big-picture
- Deep understanding of human behavior (degree in Gestalt therapy)
- Work in collaboration or independently

- **Portuguese** (fluent) + **Spanish** (fluent comprehension, intermediate speech)

## Education

- **Bachelor of Architecture**, minor in Urban Planning
- **Associate of Applied Arts in Graphic Design**, minor in Production Illustration
- **Specialization in Human Behavior**

## Awards

The redesign of the **Washington State Wine Commission** website won the:

- Summit Creative Awards, Bronze Winner, 2012
- W3 Awards, Silver Winner, 2012
- Davey Award, Silver Winner, 2012

## Past Clients

Weatherhead Design Group, MRM, Wunderman, Aim Consulting, Seattle Times, Microsoft, Starbucks, VML, MSN, Seattle Parks, Washington State, Alere, Puget Sound Business Journal, The Puyallup Fair, Crossfit, Sahale Snacks, PopCap, Flight Stats, iPass.

## Work Experience

### **Art Director, Graphic Designer, Visual Artist**

Freelancing & Contracting | 09/2007 – present | Seattle, WA

- Focus on responsive, interactive, UI/UX and application design, information architecture, branding, marketing materials for campaigns, print materials (also multi-page collateral) and packaging for local, national and international clients.
- Design, project management and vendor coordination for logos, identity systems, packaging, websites, annual reports, community centers' program catalogs for local and international clients.
- Through intuitive, client-focused discovery sessions, streamlined processes and comprehensible guidance, reached outcomes that were fully functional and satisfied all clients' requirements.
- The campaign designed for Mote.Net's facebook app, Night.Mote, yielded new funding and it was comprised of logo family, corporate website, flash demo, presentation, UI/icon system/information architecture.
- UI, information, icon and interior design; editorial layouts, photo shoot direction, web graphics, and flash movies for various ad and design agencies in Seattle.
- Designed an interactive interface for kids' online activities that was highly attractive to the targeted age group but also possessed refined clean design and proper usability.
- Redesigned an inoperative Flash prototype for a presentation at Microsoft's Sweden offices and made it functional through reassessing its information design.

### **Interactive Art Director**

Ply Interactive | 09/2010 – 10/2012 | Seattle, WA

- Working with developers and the creative director, designed and art-directed interactive experiences implemented on the proprietary Ply CMS. Clients were small and medium local and

national companies. Contributed with UI/UX design, content & design strategy, marketing copywriting, illustration, documentation, visual standards advocacy, discovery/project brief, and branding, yielding \$180,000/year for the company, as successfully accumulated the functions of content writer, art director and visual designer

- Idealized and created PEWk, the Ply Experimental Workshop, leading the team on self-started innovation experiments mixing interactivity, marketing and design. This brought profitability leverage in deal-closings with clients increasing Ply's ability to show documented proof for its design innovative proposals, allowing for increased revenue due to newer features being able to be included in proposals.
- Brought new energy and traction to the Ply's social media and blog with content writing about Design & Technology.

### **Print & Web Designer**

WhitePages.com | 02/2006 – 03/2007 | Seattle, WA

- Designed UI mock-ups and skins for landing pages and blog, corporate and products logo design, flash animations, web banners, icon sets, and email marketing.
- Designed and integrated print & email marketing campaign that reached a celebrated 75% attendance, 25% beyond the expected effectiveness.

### **Site Designer**

MSN Games, Microsoft | 05/2005 – 12/2005 | Redmond, WA

- Designed hundreds of web graphics for over 60 games at [www.zone.com](http://www.zone.com), a social game site. Produced demo presentations, illustrations, icons, and UI skin prototypes for featured sponsors, elevating game engagement and allowing Microsoft extra leverage on their deal-closing with sponsors.

### **Sr. Interactive Designer**

Primus Knowledge Solutions | 02/2001 – 12/2004 | Seattle, WA

- Designed print and web B2B marketing materials (white papers, fact sheets, web graphics, icon sets, info graphs, corporate newsletter). Created and maintained templates and brand guidelines. Coordinated freelancers and vendors. Led the effort for an overall brand redesign, including website. Results elevated company's brand overall look and feel to a higher level in its market niche, specially shortening their long sales process, allowing for more sales in the same period.
- Successfully produced their first in-house designed annual report, yielding a \$50,000.00 in savings.

### **Graphic Designer**

Center for Learning Connections | 12/1999 – 12/2000 | Seattle, WA

- Designed strategic educational materials for adult training classes, presentations and conferences (ex.: invitations, brochures, direct mail) that enhanced the Center's image profile, increasing the amount of interested partners and financing.
- Despite budget restrictions, provided on-time unique creative solutions that boosted attendance at the Center's conferences, growing its revenues.