

ana karina luna

/// hello@anakarinaluna.com /// 206.617.7344

/// expert on

- interactive interfaces: art direction & visual design
- experience design & design for CMS
- design strategy & conceptual thinking
- typography & identity design
- discovery & design processes
- information architecture

/// proficient in

- content strategy & copywriting
- branding
- project management
- photography
- information design

/// interested in

- human behavior & interaction
- experiential design & experimental projects
- the mix of digital & analog

/// tools (windows/mac os)

- CS5.5 suite (PS, AI, ID, DW, FL, BR)
- basic HTML5 & CSS3
- illustration/sketching
- microsoft office, visio, omniGraffle, sharepoint
- letterpress printing

/// languages

- Portuguese (fluent)
- Spanish (good reading; basic listen & talk)

/// education

Associate of Applied Arts in Graphic Design,
minor in Production Illustration.

Highline Community College, Summa Cum Laude.
Des Moines, 6/99–6/01

Bachelor of Architecture, minor in Urban
Planning.

Federal University of Alagoas, Cum Laude.
Brazil, 1/91–12/95

/// recent recognition

Washington State Wine Commission Website

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

/// past clients

Weatherhead Design Group, MRM, Seattle Times,
Microsoft, Starbucks, Puget Sound Business
Journal, VML, Seattle Parks, MSN Health & Fitness,
Microsoft, Washington State, The Puyallup Fair,
Alere, Crossfit, Sahale Snacks.

/// work experience

9/2010–10/2012 / interactive art director / Ply (interactive agency) / Seattle

Part of a team of developers and a creative director, I architected, art-directed and visually designed interactive experiences to be built on the proprietary Ply CMS. Clients were small and medium local and national companies. Also contributed with UX design, content & design strategy, marketing copywriting, illustration, documentation, visual standards advocacy, discovery/project brief, and branding.

- Founded PEWk, the Ply Experimental Workshop, where I lead the team on self-started innovation experiments within interactivity, marketing and design.
- Brought new energy and traction to the Ply's social media with reports on Design & Technology.

10/2007–9/2010 / graphic designer / freelancer / Seattle

Designed identity systems, packaging, user interfaces & web graphics, annual reports, print collateral, information & icon design, flash movies for local and international clients. Worked independently and also for various agencies in Seattle.

- As an independent designer, I honed my skills as a creative and art director. I learned how to listen and conduct goal-focused discovery sessions; I refined my design processes and project management skills for efficiency; I learned how to manage clients' requirements to their satisfaction while staying on budget and within timeline.

2/2006–3/2007 / print & web designer / WhitePages.com (online people search) / Seattle

As part of the marketing team, I produced: UI mock-ups and skins for landing pages and blog, logo design for new products, flash animations, web banners, icon sets, and email marketing.

- A print & email marketing event invitation I designed yielded a celebrated 75% attendance (25% beyond the expected effectiveness).

5/2005–12/2005 / site designer / MSN Games, Microsoft / Redmond (WA)

Designed hundreds of web graphics for over 60 games at www.zone.com, a social game site. Also produced demo presentations, illustrations, icons, and UI prototypes for featured sponsors.

2/2001–12/2004 / sr. interactive designer / Primus Knowledge Solutions (knowledge software) / Seattle

Produced print and web B2B marketing materials such as 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.

- I produced the first in-house designed Annual Report (a \$50,000.00 savings).

12/1999–12/2000 / graphic designer / Center for Learning Connections (education) / Seattle

Designed educational materials for adult training classes as well as for the Center's presentations and conferences (invitations, brochures, direct mail).

- Despite budget restrictions, I provided on-time unique creative solutions that increased attendance at the Center's conferences and enhanced the organization's image profile with partners.

8/1996–5/1999 / architect, designer, owner / Ana Karina Luna Design / Brazil

Designed integrated packages for interior, environmental and branding design for retail stores. Also assessed, hired and managed independent contractors.

/// pro-bono

2/07–6/08 / web designer / Taproot Foundation: Information architecture and website redesign for the nonprofit *Parent Trust for Washington Children*.

2010 / illustrator, letterpress printer / Alleycat Acres: Donors' celebration promo card.

2011 / print designer, illustrator, letterpress printer / Hollow Earth Radio: Promotional package (poster, table cards, tchotchkes) for the first Radio Documentary Series of this 24/7 internet-only radio.