

ana karina luna

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/// expert on

- UX: art direction & visual design
- experience design & design for CMS
- design strategy & conceptual thinking
- typography & identity design
- information architecture
- print & web design
- narratives & storytelling, reveries, tarot, astrology, poetry, intuition, forecasting, languages & communication, art & the creative process

/// proficient in

- content strategy & copywriting, branding
- photography, information design, responsiveness
- print vendors + print production process
- digital content design for web, social media, email campaigns

/// interested in

- videography (I've been playing w/ Premiere)
- human behavior & interaction, psychology
- organic nutrition, phenomenology
- experiential design & experimental projects
- mythology, literature, books, art, philosophy
- digital & analog combos

/// tools (windows/mac os)

- CC suite + enough HTML, CSS, JS to hack
- illustration + sketching + handmade + prototyping

/// languages

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

/// education

"Gestalt Viva" Therapy (body as expression)

Instituto Gestalt de Vanguarda Claudio Naranjo
São Paulo, Brasil, 6/2016–4/2019

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

Highline Community College, Summa Cum Laude.
Des Moines, WA, 6/1999–6/2001

Bachelor of Architecture,
minor in Urban Planning.

Federal University of Alagoas, Cum Laude.
Maceió, Brasil, 1/1991–12/1995

/// 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

10/2007 - present / art director, graphic designer, visual artist, writer / freelancer / world wide

Responsiveness, print, UI/UX and application design, information architecture, branding, campaigns, and packaging for local, national and international clients. I contribute independently or within teams.

- My purpose is to accompany clients in their communications needs. My approach brings the "simple and the obvious" as best practices in design, and with them I guide clients towards unveiling what they already know and feel about their business. And when there is clarity, the good story can be told. I like to provide clients with options and assist with decision-making in line with budget, timeline, audience, intuition, and creativity. I work efficiently, imaginatively, and strategically.

9/2010 - 10/2012 / interactive art director / Ply Interactive (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.

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 their 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 / Brasil

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

/// pro-bono

2014 - present / I contribute to a variety of cultural and artistic pursuits in fine art and literature.

2013 / creative & art director, visual designer / The Cherry: Naming & Identity for a creatives' collective.

2011 / visual 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.

2010 / illustrator, letterpress printer, visual designer / Alleycat Acres: Sponsors Promo Cards.

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