

ana karina luna / graphic designer

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KEY SKILLS

- **Visual Design:** hands-on plus good illustration techniques.
Storytelling: shape creative and strategic narratives by clear and compelling art direction, visual communication and visual art (illustration)
- **Conceptual Thinker:** align deep understanding of the creative process with design strategy to client's business objectives
- **Print Design:** coordinate print vendors, and relevant understanding of print production process
- **Web and UI/UX Design:** apply strategic experience design (and information architecture) in interactive and responsive environments
- **Branding:** expertise in typography and top-level identity & logo design
- **Strategic writing and verbal communication**
- **Product Design:** holistic thinking on cohesive design systems + end-to-end customer experiences for web and mobile, assets creation

EXTRA SKILLS

- Content strategy & copywriting
- Photography
- Digital content creation & design for web, social media, email campaigns
- CMS design
- Information design (complex and well-narrated infograph design)

INTERESTS

- Videography (Adobe Premiere): production of vignettes with touching narratives
- Human behavior & interaction, Psychology, Phenomenology
- Organic nutrition
- Mythology, Literature, Books, Art, Philosophy
- Experiential design & Experimental projects: the challenge of mixing digital & analog experiences

TECHNOLOGY & TOOLS (Windows and Mac OS)

- Figma and CC suite: PhotoShop, Illustrator, InDesign DreamWeaver, Premiere
- Basic HTML, CSS, JS
- Illustration, sketching, prototyping, handmade-into-the-digital skills

LANGUAGES

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

EDUCATION

- **Bachelor of Architecture**, minor in Urban Planning
Cum Laude
Federal University of Alagoas, Maceió, Brazil
1991 – 1995
- **Associate of Applied Arts in Graphic Design**, minor in Production Illustration
Summa Cum Laude
Highline Community College, Des Moines, WA
2000 – 2001
- **Specialization in Holistic Therapy**
Claudio Naranjo Institute of Avantgarde Gestalt, São Paulo, Brazil
2016 – 2018

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

Senior Product Designer

Flyhomes (*real estate*)

10-12/2021 (*temporary contract*)

Seattle, WA

- Working with the Product Design and PM teams within the CX to understand requirements, use cases, and user journeys in partnership with the Engineering team, I focus on the greater customer ecosystem in ways that impact business goals. I use both qualitative and quantitative insights and research to inform design decisions and to win together with teammates to build the best possible product experience. I also bring strong and informed point of view where I “zoom out” to understand the big picture.

Art Director, Graphic Designer, Visual Artist

Freelancing / Contracting

09/2007 – 08/2021

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. Work independently and/or within a team.

Interactive art director

Ply Interactive (*interactive agency*)

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. Also contributed with UX design, content & design strategy, marketing copywriting, illustration, documentation, visual standards advocacy, discovery/project brief, and branding.
- Remarks:
 - *Idealized and created PEWk, the Ply Experimental Workshop, leading the team on self-started innovation experiments mixing interactivity, marketing and design.*
 - *Brought new energy and traction to the Ply's social media and blog with content writing about Design & Technology.*

Interior Designer

Starbucks

03/2007 – 08/2007

Seattle, WA

- Planned store designs as well as production for international markets, specifically Asia-Pacific, Australia, Latin America.
- Remarks: *gained world-culture expertise; combined graphic and interior design with architectural knowledge; acquired sketching and rendering capabilities.*

Print & Web Designer

WhitePages.com (*online people search*)

02/2006 – 03/2007

Seattle, WA

- Within the marketing team, 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.
- Remarks: *integrated print & email marketing event invitation yielded 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, a social game site. Also produced demo presentations, illustrations, icons, and UI prototypes for featured sponsors.

Sr. Interactive Designer

Primus Knowledge Solutions (*knowledge software*)

02/2001 – 12/2004

Seattle, WA

- Designed 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.
- *Remarks: successfully produced their first in-house designed annual report (a \$50,000.00 savings).*

Graphic Designer

Center for Learning Connections (*education*)

12/1999 – 12/2000

Seattle, WA

- Designed educational materials for adult training classes as well as for the Center's presentations and conferences (invitations, brochures, direct mail).
- *Remarks: challenged by budget restrictions, provided on-time unique creative solutions that increased attendance at the Center's conferences and enhanced the organization's image profile with partners.*