

# LUANA GOMES

## SENIOR GRAPHIC DESIGNER

Luana is a customer-centric, business-oriented design professional driving multichannel brand awareness & ROI through design excellence, creative leadership, and people empowerment. In her 10+ years as a designer, she has crafted a wealth of visual assets & solutions (digital & print) for brands like PayPal, Walmart, Adidas, Google, and Bose—as well as start-ups and smaller, local businesses. Luana attributes her artistic eye to a multicultural upbringing, her love of nature & psychology. As a lifelong athlete, Luana also possesses a fierce work ethic & a courageous drive to push boundaries, consistently delivering authentic, impactful designs and maintaining an upbeat, collaborative spirit.

### contact

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### education

**FRAMINGHAM STATE UNIVERSITY**  
Bachelor of Arts in Studio Art, Graphic Design Concentration

**MASSACHUSETTS COLLEGE OF ART & DESIGN**  
Coursework in Graphic Design: Typography & Identity

### experience

- SR. GRAPHIC DESIGNER + CREATIVE LEAD @ STUDIO 116, LOS ANGELES 2015–2024**
- Crafted visual assets and identity of 15+ large & small businesses in tech, advertising, CPG, food + beverage, fashion, and beauty & wellness. Adapted in-house, corporate, agency, and start-up environments
  - Lead in the creative strategy & design production of new or evolving concepts, translating user goals & business needs into innovative design solutions while educating and enforcing brand style guidelines & standards
  - Explored trends & competitive landscape, incorporating appropriate use of color, type, tone, and style into digital design practices for social media, advertising campaigns, marketing materials, email segments, web & app UX/UI— increased web conversion by 16%, collaborated with directors, designers, copywriters
  - Distilled research + data into effective strategies to iterate and evolve designs, ensuring brand integrity
  - Translated abstract concepts via moodboards, sketches, wireframes, high-fidelity prototypes & mock-ups
  - Hired and managed production partners and contractors, ensuring timely delivery of project milestones while staying within client budget ranging from \$5,000-\$1,000,000
  - Learned quickly and took feedback without breaking stride, built strong relationships to unify narratives

- DESIGN ADMINISTRATOR, R&D @ BOSE CORPORATION, BOSTON 2013–2015**
- Developed and rolled out Bose Soundlink Color and Quiet Comfort Noise-Cancelling headphones by assisting a team of 30+ designers and engineers, including program managers and directors in R&D
  - Boosted productivity by 11% by encouraging additional work during large-scale projects by directing two incentive programs for 300+ staff with \$50K annual budget. Improved talent retention and engagement by planning and promoting team-building events and three large-scale company wide events
  - Printed large format blueprint designs for engineering teams, and developed a product competitor library for competitive market analysis

- CREATIVE PRODUCER @ BRANDSTAR INC, MIAMI 2010–2012**
- Created content for *Lifetime Television* design & lifestyle shows *Designing Spaces* & *The Balancing Act*
  - Devised & delivered communication materials for episode promotions and new program launch campaigns
  - Produced the “Mompreneur’s Corner”, a segment for entrepreneurial mothers that boosted audience views by 7% and increased revenue by upwards of \$28,000
  - Researched leads, conducted interviews, prepped on-camera guests, worked closely with camera crew
  - Prepared agreement contracts and legal documents, tested products, collaborated with copywriters

### projects

- GRAPHIC DESIGNER @ LG THEORIE COSMETICS, BOSTON 2016**
- Handcrafted CPG cosmetic kit, retailed kit for \$127, reaching total sales of \$4,000+ over 90-day period
  - Developed business model canvas, established visual identity and integrated into brand guidelines, created storyboards, organized usability A/B testing, compiled data, iterated prototypes per user feedback
  - Selected materials and substrates, worked with dielines, vectorized artwork, printed product labels, negotiated with vendors and selected contractors for manufacturing
  - Manually installed art gallery exhibit, created an interactive kiosk with for users to engage with products

**AUTHOR, PHOTOGRAPHER @ SELF-PUBLISHED BOOK, BOSTON 2016**

- Directed, photographed and self-published women’s empowerment photo book titled “Unacceptable”
- Recruited, interviewed, styled and professionally photographed participants from Greater Boston community
- Designed book, selected layout, typography, photographic style, sizing, material, and prepared for print

pro bono

**INTERIOR DESIGN MANAGER @ PELHAM RECREATIONAL CENTER 2015**

- Selected by Bose management to redesign recreational center for children in low-income neighborhoods
- Managed budget, organized teams, designed floor plan, purchased furniture, installed learning boards

**INTERIOR DESIGN MANAGER @ OUR HOUSE WOMEN’S CENTER 2013**

- Lead and managed team of 30 people to recondition a home for battered, recovering mothers and children
- Refurbished and reassembled government home for victims of domestic violence
- Used community fundraising strategies to raise over \$600 in under 7 days

skills

**SOFTWARE**

- Adobe Suite
- Figma
- Photoshop
- Illustrator
- InDesign
- Adobe Xd
- After Effects
- Premiere
- Sketch
- Procreate
- Axure
- HTML, CSS
- Javascript

**TECHNICAL**

- Research
- Copywriting
- Data Analysis
- Strategic Planning
- Management

**CREATIVE**

- Brand Strategy
- Visual Identity
- Brand Personality
- Customer Insights Web
- UX/UI Design
- Digital Marketing
- Marketing Materials
- Email Design
- Campaign Creation
- Content Creation
- Social Media Marketing
- Event Design
- Activation Design
- Naming + Copywriting
- Color Psychology
- Trend + Innovation
- Photography
- Video Editing
- Photo Retouching
- Print + Packaging

**LANGUAGES**

- English
- Portuguese
- Spanish

**INTERPERSONAL**

- Integrity
- Reliability
- Goal Setting
- Responsibility
- Active Listening
- Communication
- Cultural Competence
- Negotiation
- Collaboration
- Conflict Resolution
- Leadership
- Humor
- Persuasion
- Respect
- Teamwork

personal interests

As a multi-creative, Luana is interested in various artistic endeavors. On evenings and weekends she teaches yoga, specializing in yoga for PTSD/recovery and yoga for weight loss (athletic vinyasa). Luana is a life-long athlete and even competed as a bodybuilder in the NPC and WNBC. She no longer competes but still enjoys fitness & helping others improve their overall health & confidence through movement and food wellness.

Though she is health-driven, Luana loves a good pig out (especially Brazilian and Indonesian food), BBQing, baking, and cooking up a storm for friends and family.

As an avid thrift store lover, Luana enjoys scoring unique second-hand clothing pieces and furniture that she refurbishes and repurposes, giving new life to old things while preserving the planet.

Born into a family of musicians, Luana sings, plays the piano, dances, and is currently learning to DJ. She’s also big into fashion, film, art, creative writing, books, and poetry. Above all, her favorite thing is visiting and spending time with family.

Her goal in 2024 is to begin Pilot lessons and learn stand-up comedy.