



# Calli Luna

## Production Graphic Designer

### Contact

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🌐 www.calliluna.com

### Profile

Production graphic designer with 5 years of experience in digital and print marketing. Experienced in the Adobe Suite and can execute marketing plans with an eye for detail.

### Education

#### University of Missouri

Bachelors in Journalism  
Convergence Multimedia  
Production  
2013 - 2017

#### American Graphics Institute Courses

2021: Graphic Design  
Workshop  
2019: InDesign Training

### Work Experience

#### Production Graphic Designer

*Independent Contractor, 50 Foot Media (2018 - 2022)*

Worked as a sub-contractor for World Wide Technology to produce account-based marketing materials.

- Analyzed client requirements to design printed booklets, digital documents, and PowerPoint presentations, while maintaining brand standards.
- Collaborated directly with clients to obtain design and content feedback, then implemented the changes using design best practices.
- Worked with multiple stakeholders, including leadership, account managers, engineers, and industry experts to produce account specific marketing deliverables.
- Curated design and content libraries to enable the team's speed in producing deliverables for clients.
- Coordinated with a local printer to produce and ship printed booklets to clients.

#### Photo Editor

*Columbia Missourian (Jan 2017 - May 2017)*

Selected and toned photos for news articles, while advising photographers on photo composition.

#### Graphic Designer

*Columbia Missourian (Aug 2016 - Dec 2016)*

Created graphics, discovered and analyzed data in collaboration with reporters at a local newspaper.

### Skills

- Digital and print graphic design
- Content curation management
- Proofreading and quality control
- Deadline driven

### Software



Adobe  
InDesign



Adobe  
Illustrator



Adobe  
Photoshop



Microsoft  
PowerPoint



Microsoft  
Word



Adobe  
Premiere