

JAIME LUNA

Product Designer



CONTACT



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ABOUT ME

Hello! I'm a product designer based on the east coast. In addition to pixels, I like to design the perfect beer, coffee and pizza. I'm a digital junkie that enjoys grabbing the latest video game and adding it to my 1,000+ (I stopped counting) game library...Also known as my children's inheritance.

RELEVANT SKILLS

I have a diverse skill set encompassing both **creativity and technical proficiency**. I excel in **user-centered design principles**, employing empathy and deep understanding of user needs to **craft intuitive and engaging experiences**. I have **expertise in visual and interaction design, prototyping, and collaboration**, enabling them to **translate ideas into innovative and impactful products** that delight users and drive business success.

SOFTWARE KNOWLEDGE

Figma, HTML/CSS/SEO Google Materials. Adobe Creative Cloud, Photoshop, Illustrator, After Effects, Premiere.

EXPERIENCE

2022

Present

Sr. PRODUCT DESIGNER FREELANCE

Ran point on several projects for digital agencies that include EverWonder, Power design and Koi Consults. Responsibilities include; concepting, wireframing, design, implementation and revisions. Projects worked on include; an online marketplace for retail insurance, virtual cloud service management and a decentralized exchange for Power crypto.

2020

2022

LEAD CREATIVE APPSPACE

Led a team of motion graphic and UI/UX designers to create custom video content for the Appspace platform. Created motion graphic design templates for various brands such as Coca-Cola, Pfizer, Under Armour. Managed content scheduling, and provided top level art direction for overall content.

2019

2020

UI/UX DESIGNER PARK GROUP SOLUTIONS

Designed and built specific landing pages to drive traffic to help promote new car models and special offers with regional dealerships. Brands handled: Acura, BMW, Honda, Subaru, Volkswagen.

2017

2018

SR. ART DIRECTOR BHSC GLOBAL MARKETING

Worked with a small focused team on elevating high profile brands across all various types of marketing ranging from in-store point of sales to digital marketing. Brands handled: Juicy Juice, T-Mobile, Blount, Metlife, Reeds, Zeiss.

EDUCATION

1998

2003

University of Utah
Bachelor of Fine Arts, 2003
Emphasis: Graphic Design / Illustration, 3.6 Major GPA