



JAIME LUNA /ART DIRECTOR / PRODUCT DESIGNER

ABOUT ME

Hello! I'm a product/visual designer on the East Coast who loves crafting the perfect beer, coffee, and pizza. I'm a digital junkie, I collect video games—1,500+ and counting, aka my kids' inheritance.

SOFTWARE KNOWLEDGE

High proficiency in Figma, HTML/CSS/SEO, Webflow, Google Materials, SaaS, Adobe CC, Photoshop, Illustrator, After Effects, Premiere Pro.

RELEVANT SKILLS

I have a diverse skill set encompassing both **creativity** and **technical proficiency**. I have expertise in **visual and interaction design, prototyping,** and **collaboration,** enabling them to translate ideas into innovative and **impactful products** that **drive business success**. Proficient in **gathering qualitative and quantitative data** through various methods such as interviews, surveys, and usability tests.

EDUCATION

1998

University of Utah

2003

Bachelor of Fine Arts, 2003

Emphasis: Graphic Design / Illustration

CONTACT

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WORK EXPERIENCE

2022

SR. PRODUCT DESIGNER FREELANCE

Led projects for agencies like Organic, EverWonder, Power Design, Koi Consults, and Park Avenue Capital, handling concepting, wireframing, design, and implementation. Projects included an online retail insurance marketplace, virtual cloud service management, and a decentralized crypto exchange.

2020

LEAD CREATIVE APPSPACE

Led motion graphic and UI/UX designers creating custom video content for Appspace. Designed content and templates for brands like Coca-Cola, Pfizer, and Under Armour, managed content schedules, and provided art direction.

2022

2019

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.

2020

2017

SR. ART DIRECTOR BHSC GLOBAL MARKETING

Worked with a small team to elevate high-profile brands through in-store and digital marketing. Brands included Juicy Juice, T-Mobile, Blount, MetLife, Reeds, and Zeiss.

2019

2003

SR. ART DIRECTOR VARIOUS AGENCIES

As an Art Director, I worked at Colangelo Synergy Marketing, Integrated Marketing. As a Senior Art Director I continued my work at Amplitude Marketing creating experiential designs for Pepsi, Mike & Ike, Brisk, Pilot Pens, Aquafina and many others.

2017