



# LUISA MARTINEZ RIAÑO

luisamrad@gmail.com  
luisamartinezr.com

## EDUCATION

### British Columbia Institute of Technology

Vancouver, Canada | 2019  
Technical Web Designer Certificate

### Columbia College Chicago

Chicago IL | 2013-2017

Bachelor of Fine Arts,  
Advertising Art Direction  
*Summa Cum Laude*

#### Minors:

Creative Advertising & Marketing

### LCI Bogotá

Bogotá, Colombia | 2013  
Digital Photography I Certificate

## SKILLS

#### Software:

Adobe Creative Suite:  
Photoshop, Illustrator,  
InDesign, Lightroom,  
Premier Pro, InVision,  
Balsamiq, Adobe XD

#### Web Development:

HTML, CSS, PHP, Javascript,  
jQuery, SEO, Wordpress  
Development

#### Language Skills:

Spanish and English

## EXHIBITIONS

### Elephant Room Gallery

Big Small Worlds exhibition  
Series of digital photographs

## EXPERIENCE

### SILVA PUBLICIDAD | BOGOTA, COLOMBIA

Junior Graphic Designer .....2018

- Designed print and digital pieces for existing advertising campaigns for clients such as: the Bogota Chamber of Commerce, the Colombia Stock Exchange, Claro and Alpha.
- Designed booklets, brochures, signage, websites, infographics and social media content for client events, office spaces and communication platforms.
- Supported the senior creative team in the creation and presentation of campaigns by designing presentations, and creating mock-ups.

### MOSBROOK DESIGN | CHICAGO, IL

Junior Graphic Designer .....2017

- Designed print marketing materials such as brochures, posters, fliers and booklets for clients like AbbVie, ISAKOS and Rust-Oleum.
- Created print ads for client's publications and journals.
- Assisted lead designers with client revisions and collaborating with copywriters to edit content.

### FLIRT COMMUNICATIONS | CHICAGO, IL

Graphic Design Intern .....2017

- Logo design and branding for conferences and events for clients like: Mead Johnson, Sutherland Elementary School, CDW, Cardinal Health and the Chicago Festival Association.
- Supported creative team by designing visuals to go with proposals for RFPs.
- Marketing research and writing for company blog about relevant industry trends.
- Managed the company's Instagram and twitter accounts.

### SEED MEDIA ARTS | CHICAGO, IL

Design Intern .....2017

- Created promotional materials like email blasts and social media posts for the company's directors.
- Website, database and social media management. Kept the website current and uploaded videos to the creative databases.
- Designed film treatments for director's bidding projects at agencies as well as materials for Seed following brand guidelines.

### TEATRO LA PLAZA | LIMA, PERU

Graphic Designer .....2016

- Created the branding for the theater's adaptation of The Odyssey.
- Designed and illustrated of two posters for the two parts of the play.
- Designed and illustrated two 24 page storybooks sponsored by KFC.

### MICHAEL WALTERS ADVERTISING | CHICAGO, IL

Art Department Intern .....2016

- Supported the agency's art department by being integrated into their workflow, creating mock-ups for their Online portfolio and working on revisions for clients like: St. George's University and MidAmerica Nazarene University.
- Designed new material for clients like: Adventist Health Medical Center and Olivet Nazarene University.

### TED<sup>x</sup> COLUMBIA COLLEGE CHICAGO | CHICAGO, IL

Creative Associate .....2016 - 2017

- Followed brand guidelines to create the branding for the event.
- Collaborated with marketing team, and motion graphics artists to create promotional materials, programs, badges and posters for the event.