



LUISA MARTINEZ RIAÑO

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luisamartinezr.com

Digital designer interested in working with interdisciplinary teams. Passionate about research based and user centered design.

EDUCATION

Masters in Digital Media

Center for Digital Media | SFU
Vancouver, Canada | In progress

Technical Web Designer Certificate

With Distinction
British Columbia Institute of Technology
Vancouver, Canada | 2019

Bachelor of Fine Arts, Advertising Art Direction

Summa Cum Laude
Columbia College Chicago
Chicago, IL | 2013-2017

Minors:

Creative Advertising & Marketing

Digital Photography I Certificate

LCI Bogotá
Bogotá, Colombia | 2013

SKILLS

Software:

Adobe Creative Suite:
Sketch, Figma, InVision,
Balsamiq, Adobe XD

Web Development:

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

Language Skills:

Spanish and English

INDUSTRY PROJECTS

THE VANCOUVER ART GALLERY | VANCOUVER, BC

UI/UX Designer05 - 08 | 2020

- Collaborated with an interdisciplinary team in an agile environment.
- Designed the user interface and user journey for a large scale, gesture based interactive installation.

REALWHEELS THEATER | VANCOUVER, BC

UI/UX Designer01 - 04 | 2020

- Designed and developed a website for remote participation in the theater's production process.
- The website was duplicated and adopted by all of the productions in the theater.

MUSEUM OF VANCOUVER | VANCOUVER, BC

UX Designer09 - 12 | 2019

- Collaborated with a team in the design of a data visualization animation for the *A Seat At The Table* Exhibition.
- Responsible for research and the information architecture for the visualization.

DESIGN EXPERIENCE

ARTSHOW CHICAGO | CHICAGO, IL

Lead Designer06 | 2017 - 2020

- Responsible for the art direction and UX for each year's theme. the website, events, activities and promotional activations.
- Oversee and design promotional materials for fundraisers with design team.

SILVA PUBLICIDAD | BOGOTA, COLOMBIA

Junior Graphic Designer04-07 | 2018

- Designed print and digital pieces for existing advertising campaigns for clients such as: the Bogotá 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.

MOSBROOK DESIGN | CHICAGO, IL

Junior Graphic Designer09 - 12 | 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.

FLIRT COMMUNICATIONS | CHICAGO, IL

Graphic Design Intern08 - 12 | 2017

- Designed branding for conferences and events for clients like: Mead Johnson, CDW, Cardinal Health and the Chicago Festival Association.
- Marketing research and writing for company blog about relevant industry trends.

TEATRO LA PLAZA | LIMA, PERU & CHICAGO, IL

Freelance Graphic Designer05 - 08 | 2016

- Created the branding for the theater's adaptation of *The Odyssey*.
- Designed and illustrated of two posters and illustrated two 24 page storybooks sponsored by KFC. Did initial on-site research and worked remotely.

MICHAEL WALTERS ADVERTISING | CHICAGO, IL

Art Department Intern05 - 08 | 2016

- Supported the agency's art department designing material for clients like: Adventist Health Medical Center and Olivet Nazarene University.