

# LANA VICTORIA

(734)-802-9090 | alyanaww@umich.edu

<http://lanavictoriadesigns.com/>

## Education

### **School of Art and Design | University of Michigan B.A. 2024**

Art and Design Major | BA Undergraduate

### **Pratt Institute | 2019-2021**

Communications Design | Graphic Design, 2 Years into BFA 3.95

## Experience

### **Graphic Artist II | University of Michigan Institute for Healthcare Policy & Innovation**

*Ann Arbor, MI January 2023 to Present*

Converted Adobe indesign templates for newsletters into Powerpoint templates.

Created Graphics for Constant Contact email campaigns.

Developing flyers, directional signage and social media graphics for IHPI Conventions and Member Forums.

### **Graphic Design Contractor | Custom Ideation**

*Chelsea, MI June 2022 to Nov 2022*

Built webpages based in Squarespace and Wordpress.

Created illustration sets, print graphics, video edits and brand guidelines with Adobe editing software and design software for local companies and clients.

Provided logo revision and brand development for religious and recreational organizations.

Worked in a collaborative relationship with the business owner to provide guidance and creative design to clients.

### **Web and Graphic Design Assistant | Data Science and AI | University of Michigan**

*Ann Arbor, MI June 2022 to August 2022*

Created design materials for department events, including promotional web-pages, graphics and flyers geared to Data Science students and professionals.

Edited and created Wordpress web-pages for summits and conferences.

Utilized Excel and Notion to organize the site's navigation reorganization plan.

### **Design Intern | Momen.team**

*Remote New York, NY Jan 2022 to Feb 2022*

Create logo concepts and brand book which were passed onto to design team's Senior Designer.

Utilized PowerPoint, Keynote and Google Slides to edit assets and to edit slide decks.

Edited assets in Adobe photo editing software.

### **Freelance Graphic Designer | Calvary Bennett Church | Bennet, Colorado**

*Dec 2020 to January 2021*

Organized Calvary Bennet Church's website files (over 200) with plugins and redesigned their ~20 page site.

Improved the user experience design of their website with increased page visits and sessions according to their Google Analytics.

## Awards

### **Irene Bychinsky Bendler Award in Design | Pratt Institute | April 2022**

Granted to encourage further study and excellence in design.

This award was established by the estate of Irene Bychinsky Bendler (AB '31).

### **American Graphic Design Award | GDUSA | November 2021**

Recognizes an graphic design student for design skills in top design magazine, GDUSA.

### **PrattMWP Ryan Aumiller Memorial Award | May 2021**

Recognizes an outstanding communications design student that has displayed remarkable progress and professionalism inside and outside the classroom.

## Technical Skills

**Branding, Packaging, Editorial:** Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Microsoft Word,

**UX & UI Design:** Wordpress, Adobe XD, Figma, Keynote, Visual Studio Code, HTML, CSS

**Motion Graphics:** Adobe Audition, Adobe After Effects Adobe Premiere, Cinema 4D, Dragon frame

**Languages:** Spanish (moderate proficiency writing and speaking)