

Luciana Wildt

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Qualifications Profile

Skilled, detail-focused Graphic Artist experienced in creating and producing visual solutions to a variety of projects. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Accustomed to performing in deadline-driven environments with emphasis on working within budget requirements. Native Portuguese speaker, fluent in English and Spanish.

Creative experience in the production of:

Direct mail, brochures, flyers, magazine layouts, postcards, print advertisements, catalogs, posters, newsletters, business cards, labels, stationery, emails, banners, online ads, and large format graphics.

Software Expertise:

Advanced knowledge of Adobe CC 2022 (InDesign, Photoshop and Illustrator) and Microsoft Office Suite (Word, Excel and PowerPoint).

Professional Experience

Disney+ (contracted by Harvey Nash), Glendale, CA (fully remote) - Oct. 2022 -present - Localization Designer
Localizing Disney+ Social Media assets for more than 35 languages.

Wildt Design, San Francisco, CA - 2005 – present - Graphic Designer/Founder
Flyers, business cards, brochures and Social Media setup/management for local businesses.

Evoke Giant, San Francisco, CA - Nov. 2019 – Sept. 2021 - Senior Studio Artist
Supporting the creative team in the execution of multichannel marketing materials (print collateral, signage, advertisements, direct mail, emails, trade show experiences, and presentations). Creating, revising, and preparing production-ready files. Enforcing quality assurance procedures and best practices. Studio lead artist for the Adcetris account.

Music, Fun & Food blog, San Francisco Bay Area, CA - 2013–2020 - Founder
Writing, photographing, announcing and reviewing concerts, restaurants, comedy clubs and everything in between. Managing all marketing and Social Media.

Financial Engines, Sunnyvale, CA - 2011–2018 - Print Production Artist
Producing and updating all the printed materials: letters, statements, retirement evaluations/updates/plans, guides, brochures, postcards using Adobe Creative Cloud (InDesign, Photoshop and Illustrator) for providers like JPMorgan (now Empower), Aon Hewitt (now Alight), ING (now Voya), Vanguard, and Fidelity; sponsors like Dell, CVS, Apple, Twitter, Google, American Airlines, Boeing as well as internal Financial Engines communication materials.

SolutionSet (f.k.a. Haggin Marketing, currently Epsilon), Mill Valley, CA - 2008–2010 - Sr. Print Production Artist
Producing pages from creative layouts, implementing client revisions and preparing multi-layer files for pre-press release using Adobe Creative Suite. Built mockups and presentations for client approval. Worked on DM, catalogs, ads, brochures, presentations etc. for Dell, AT&T, USAA, Adidas, Ebay, Experian, and American Express accounts.

Freelance Clients and Short Term Contract Work

Andalou Naturals, Petaluma, CA - Graphic Designer
Hogarth Worldwide Inc., Sunnyvale, CA - Mechanical Artist on site at Apple
Charles Schwab, San Francisco, CA - Print Production Artist
BZ Web Technologies for Samsung - Graphic Designer

Education/Training

Graphic Design Certificate at University of Berkeley Extension – Berkeley, California
Marketing/Business/SEO/Social Media classes at Stanford University - Palo Alto, California
Bachelor of Arts in Advertising at Universidade Federal Fluminense – Niterói, Rio de Janeiro, Brazil