



OLIVIA LUNA

Senior Brand Designer

olivialuna.design
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Palm Springs, CA

TOOLS

Figma
Illustrator
InDesign
Photoshop
Lightroom
Adobe CC
Google Suite
Microsoft 365

SKILLS

Visual Design
Brand Systems
Campaigns
Art Direction
Leadership
Illustration
AI-Assisted Design
Template Generation
Data Visualization
Presentation Design
Project Management
Collaboration

EDUCATION

Bachelor of Fine Arts
(BFA) - Graphic Design
Cal State Long Beach
Graduated 2017

Hi there!

I'm Olivia! Senior Brand Designer with 12+ years of experience creating impactful visual systems, campaigns, and presentation experiences for tech, corporate, and mission-driven brands. Skilled in transforming complex ideas into compelling visual communication across digital, print, and experiential platforms. Experienced in art direction, cross-functional collaboration, mentorship, and integrating AI-powered processes to improve efficiency and elevate creative output.

EXPERIENCE

Senior Brand Designer

Cloudflare / Area 1 Security | Nov 2021 - May 2026

- Led design for integrated marketing campaigns across digital, print, web, and event platforms.
- Created presentation decks, technical diagrams, ebooks, ads, and branded marketing assets.
- Partnered with marketing, product, engineering, and agency teams to translate complex ideas into clear visual communication.
- Developed AI-enhanced creative workflows to improve efficiency and streamline content.
- Built AI-powered slide deck and ad-generation templates that produced hundreds of branded assets in seconds, significantly reducing production time and lowering agency production costs.
- Mentored junior designers and helped maintain brand consistency across campaigns.

Senior Graphic Designer

The Living Desert Zoo & Gardens | Aug 2019 - Nov 2021

- Designed visual assets supporting conservation, education, and visitor engagement initiatives.
- Created illustrations, exhibit signage, wayfinding systems, annual reports, advertising campaigns, and branded materials.
- Art directed a nationally distributed magazine publication and illustrated park map.
- Managed multiple projects while mentoring junior designers.

Brand / Visual Designer

Pay Ready | Feb 2016 - Nov 2021

- Helped develop and grow the company's visual brand identity during its early stages.
- Designed landing pages, email and marketing campaigns, presentations, and sales materials.
- Collaborated with developers to create cohesive digital and marketing experiences.
- Maintained brand consistency across all communication channels.

Freelance Graphic Designer | Jan 2014 - Nov 2021

- Developed branding, marketing campaigns, and visual assets for a diverse range of clients.
- Delivered multidisciplinary design work including logos, UX/UI, social media, photography, annual reports, and merchandise.
- Managed projects from concept through production while balancing multiple client needs.