



Andrea De Luca

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Award-winning and multi-disciplinary designer with design management experience in a startup environment.

Marketing firm experience designing for Silicon Valley clients such as eBay, Deloitte, and IBM.

Skills

Visual Identity	Photo Editing
Art Direction	Project Management
Packaging Design	Critical Thinking
Typography	Teamwork & Leadership
Editorial & Layout	Web Design
Print & Digital Design	UI/UX Design

Tools

Adobe Creative Suite:	Figma
Photoshop	Sketch App
Illustrator	Invision
InDesign	
Lightroom	
Premiere Pro	
Fresco	

Education

BA in Graphic Design, 2017
San Jose State University

Awards

Best Overall Marketing Campaign, 2017
Silicon Valley Business Journal & Wells Fargo

Best Creative Advertisements, 2016
Silicon Valley Business Journal & Wells Fargo

Experiences

Lead Visual & UI/UX Designer at OrthoFX

May 2019 - Mar 2021

- Managed the Brand and Art Direction of the fast-paced and ever changing environment of a ventured-backed Silicon Valley health startup.
- Led design team to follow brand guidelines to support product launches in marketing collateral, packaging, and digital design including: website, mobile application, and softwares.
- Worked within cross-functional teams to support Product Managers, Engineers, and Marketing Directors in the design of: clinical software, the patient mobile app, and the consumer facing website for marketing, purchasing, and appointment scheduling.
- Led team to integrate E-mail designs, print collateral, and social media ads.
- In charge of leading product photoshoots with photographers.

Lead Graphic Designer at The CMO Council / Global Fluency

Jan 2017 - May 2019

- Followed brand guidelines, created reports and whitepapers, infographics, digital banners, social media assets, a quarterly e-Magazine, logos, and more for the Chief Marketing Officer Council (16k+ members) and corporate companies such as eBay, IBM, Deloitte, etc.

Graphic Designer Intern at Loaves & Fishes Family Kitchen

Sep 2016 - Mar 2017

- Collaborated with Sr. Marketing Manager in the 'Feed the Need 2017' campaign.
- Followed their original branding guidelines to produce new website content.
- Designed digital and web marketing collateral for Facebook and company newsletter.

Graphic Designer at West Valley College

Apr 2016 - Jun 2016

- Collaborated with Marketing Director and faculty staff on campus to discuss the needs and expectations for marketing campaign collateral.
- Followed consistent deadlines in producing posters, digital or print banners, and social media posts for upcoming events.
- Assisted in designing the college catalogue and advertisements featured in local newspapers.