

ALUNA CONRAD

DESIGNER, STRATEGIST

I've been a brand and web designer for over 9 years, with a strong emphasis on branded Wordpress design, account and project management. As a solo freelancer for most of that time, I'm more than familiar with the overall project journey and how to nurture these relationships.



CONTACT



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EDUCATION

Art Institute of California - Los Angeles

VIDEO GAME & ART DESIGN; VISUAL
EFFECTS AND MOTION GRAPHICS

- Advanced proficiency in Adobe Photoshop, Illustrator, InDesign
- Highly experienced in Adobe Dimension and After Effects
- Trained in storytelling, storyboarding, 3D modeling, character design, drawing and animation (2D & 3D)

SPECIALIZATIONS

- Web and Graphic Design
- Account and Project Management
- Branding
- SEO and Content Writing
- Email Marketing and Automation
- Social Media Management
- Lead Generation

WORK EXPERIENCE

Creative Director

NARIVEDA
MAY 2017 TO PRESENT

- Leads a team of 4 content creators
- In charge of brand vision and cohesion across all product and digital outputs, marketing strategies and automation.
- Manages the affiliate network and their marketing

Designer and Strategist

ENHANCED BRAND AGENCY
FEB 2010 TO PRESENT

- Marketing and Creative Director
- Manages a team of remote contractors on 3-6 projects at any given time.

SKILLS

Wordpress Web Design and Development

- CSS and HTML
- Project Management (Trello, Asana)
- Wordpress (Divi Expert) & Shopify
- Photoshop and Illustrator
- Email Automation in ActiveCampaign and Klaviyo