

LUCA ANTONIO

Senior Visual Designer

Culver City, Los Angeles, CA - hello@oiluca.com - (929) 303-9517 - www.oiluca.com

SUMMARY

Creative and detail-oriented Senior Designer with 15+ years of experience designing intuitive digital experiences, building impactful brand identities, and delivering high-quality print and web assets. Skilled in translating complex concepts into compelling visuals across platforms, including responsive websites, mobile apps, marketing campaigns, and brand systems. Adept at directing end-to-end design processes, facilitating cross-functional collaboration, and ensuring brand consistency with precision in fast-paced, deadline-driven environments.

AREA OF EXPERTISE

TECHNICAL SKILLS:

Adobe Creative Cloud | Photoshop | Illustrator | InDesign | Animate | Adobe XD | Premiere | Dreamweaver | Figma | HTML | CSS | WordPress (Elementor, Builder, Divi) | Framer | Work Management Tools | Canva | Adobe Firefly | MidJourney | Microsoft Office | Google Workspace | MailChimp | Klaviyo

PROFESSIONAL SKILLS:

Web Design | UX/UI Design | Front-end Development | Prototyping & User Flows | Ecommerce | Design Systems & Component Libraries | Interaction Design | Email Design | Digital Design | Branding & Identity | Logo Design | Typography | Layout Design | Illustration | Infographic Design | Print Design (brochures, posters, packaging, catalogs, etc.) | 2D Animation | Editorial Design | Art Direction | Retail Marketing

PROFESSIONAL EXPERIENCE

SENIOR DESIGNER - WEB, DIGITAL & PRINT

Fashionphile (May 2022 - April 2025)

- Directed the creative vision for promotional campaigns, ensuring cohesive visual storytelling across digital, print, and retail touchpoints.
- Oversaw the design and production of landing pages, homepage updates, presentations, annual reports, and promotional banners.
- Developed comprehensive print collateral—including annual calendars, sales books, signage, displays, packaging, event materials, and in-store graphics—adhering to brand and campaign objectives.
- Directed product and lifestyle photography to maintain brand alignment and campaign consistency.
- Supported UX research, analyzing findings to inform design decisions and optimize user experiences.
- Produced high-impact digital assets for social media, Google Ads, email marketing, and corporate communications.
- Maintained a consistent and engaging brand presence across all customer touchpoints.

LEAD WEB & GRAPHIC DESIGNER

Growthmed (July 2018 - May 2022)

- Managed end-to-end UX/UI design for websites and landing pages, delivering intuitive, conversion-focused user experiences.
- Created detailed wireframes and interactive prototypes to communicate design concepts to stakeholders and development teams.
- Translated complex medical and technical information into visually accessible and user-friendly interfaces.
- Directed multiple projects concurrently, ensuring on-time delivery and adherence to brand standards.
- Designed supporting visuals including email campaigns, marketing graphics, brand collateral, custom illustrations, and iconography.
- Conducted and evaluated user research to refine usability and visual clarity across all digital platforms.

LEAD WEB & GRAPHIC DESIGNER

Knightsbridge Branding (Feb 2015 – May 2018)

- Built cohesive brand identities, including logo systems, packaging, and corporate stationery.
- Designed and produced printed collateral such as brochures, posters, and high-impact pitch decks.
- Created responsive, visually compelling web and mobile interfaces optimized for user engagement.
- Partnered with clients and stakeholders to ensure all deliverables aligned with business goals and brand strategy.
- Assisted in conducting UX research to inform strategic design improvements.

SENIOR WEB & GRAPHIC DESIGNER

Paraty’s Town Hall (Aug 2011 – Dec 2014)

- Directed a multidisciplinary creative team, producing print and digital assets that elevated the city’s public image.
- Oversaw the design and implementation of city signage, ensuring clarity, accessibility, and aesthetic consistency.
- Designed promotional materials for national and international events, enhancing Paraty’s cultural and tourism presence.
- Produced targeted digital campaigns, including ads, banners, emails, and landing pages.
- Partnered with municipal stakeholders to devise innovative design strategies that exceeded communication goals.

WEB & GRAPHIC DESIGNER

3A Worldwide (Jan 2010 – Feb 2011)

- Designed and implemented ads, banners, emails, and landing pages focused on seamless, user-centered interaction.
- Collaborated with cross-functional teams to align creative execution with project objectives.
- Maintained brand and design consistency across multiple digital and print platforms.
- Applied user-focused design principles to enhance engagement and conversion rates.

EDUCATION

- Advertising & Marketing — Estácio de Sá University — Rio, Brazil
- Web Design — Senac School — Rio, Brazil

LANGUAGES

- English — Fluent
 - Portuguese — Native
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