



Lana Robinson

BRANDING+TRANSMEDIA+PACKAGING

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EXPERIENCE

Graphic Designer

John Paul Mitchell Systems

10.2022–Present

Santa Monica, California

Reports directly to the Director of Design and Innovation and works with a Senior Art Director to support seven global professional hair color brands in the Paul Mitchell portfolio. Creates assets including branding, packaging, social media content nationwide retail installations, educational and sales tools. Works with a range of budgets to creating high impact images in-house for international campaigns. Provides on-set support for photoshoots and oversees photograph retouching. Manage projects from concept to completion, delivering print-ready files for complex, large scale jobs (averaging 15,000 units.) Has ownership of several brands by writing brand guidelines used by Paul Mitchell's global distributors. Manages interns on photo shoots and asset development. Principal Art Director and designer for the May 2026 "Stay Golden" Paul Mitchell x Paris Hilton collaboration. Carried project from concept to execution, collaborated with Senior Media Directors, celebrity photographers, and social media teams to create a cohesive campaign.

Freelance Creative Director & Designer

Lanaworks

06.2018–Present

Los Angeles, California

Partners with small business owners to create all-encompassing brand identities for emerging personal care and food brands. Consults with founders to establish brand voice and creative strategy.

Teaching Assistant

ArtCenter College of Design

05.2022–08.2022

Pasadena, California

Supported instructor Monica Schlaug and eight students in a Packaging 2 course by leading critiques, creating tutorials for SolidWorks, and planning demos for analog skills such as 3D-print finishing, mold making, and epoxy pouring.

Intern

John Paul Mitchell Systems

01.18.2022–04.22.2022

Century City, California

Supported the art director for Professional Hair Color, created mood boards for promotional photo shoots for multiple color lines, created packaging and branding for a new color product, and storyboarded for internal video content. Worked with senior designers to design Paul Mitchell Professional educational content such as thumbnails and instruction manuals.

Designer

Creative Circle

02.2019–04.2019

Los Angeles, California

Created email flyers for therapy groups, workshops, and researched images to add to their media libraries for Triune Therapy Group. Created broker marketing materials, such as maps and flyers for Kidder Matthews Commercial Brokerage.

Student Designer

Central Washington University

Publicity Center

09.2017–06.2018

Ellensburg, Washington

Worked with on-campus clients, budgets, multimedia campaigns, as well as a seven-person design team led by a senior designer. Created safe drinking campaigns and advertising, such as posters, social media graphics, and flyers for club events.

Intern

Central Washington University

Publicity Center

06.2017–08.2017

Ellensburg, Washington

Met with clients and attended press checks. Worked as primary designer for a large-scale university project for on-campus student housing. Created twelve custom maps, one move-in booklet, and envelopes to be mailed to incoming students.

EDUCATION

ArtCenter College of Design

Pasadena, California

Bachelor of Fine Arts in Graphic Design
with Distinction

Central Washington University

Ellensburg, Washington

Bachelor of Fine Arts in Art
Cum Laude

CERTIFICATIONS

Generative AI: Prompt Engineering
IBM, 2025

AWARDS

Graphis New Talent Award, Silver
2023

ArtCenter Provost's List
2019–2021

Glen L. Bach Excellency Award
2017

Central Washington University Honor Roll
2016–2018

EXPERTISE

Proficient in:
Illustrator, InDesign, Photoshop, Adobe WorkFront, Midjourney, Gemini, Firefly, After Effects, Figma, SolidWorks, and Keyshot.

Familiar with:
XD, Cinema 4D, HTML/CSS, Microsoft Office, Teams, Outlook, AEM Data Asset Management, laser cutting, and 3D printing.