LUKE SOLIZ-CONTRERAS

Art Director | Graphic Designer

UncannyLuke.com

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(210) 693-9603

EDUCATION

Savannah College of Art and Design
B.F.A. Advertising and Branding, Nov. 2020
Concentration Art Direction
Minor in Graphic Design

SOFTWARE EXPERIENCE

Adobe Programs
- Illustrator
- Photoshop
- Indesign
- Aftereffects
- Lightroom

- Salesforce Ecommerce
- Google Suite
- Procreate
- Canva
- Webflow
- Wordpress

SKILLS

- Graphic Design
- Brand Development
- Campaign Development
- Web Design
- Motion Graphics
- Social Media Managment
- Digital Illustration

WORK

SAS

E-Commerce Content Manager - May to Present

- Strategically manage the online product portfolio and content to optimize user engagement and drive sales.
- Continuously update and enhance the website to promote new products and rejuvenate low-selling items.
- Collaborate with cross-functional teams to develop innovative marketing strategies.
- Proficiently design graphics for a wide range of digital and print marketing materials.
- Cultivate relationships with print shops and vendors to create impactful physical collateral.
- Contribute to content creation efforts, including coordinating photo shoots, planning the social media content calendar, and designing digital assets for the websites.
- Analyze sales, inventory, and other key metrics to develop data-driven strategies for revenue growth.
- Provide leadership by overseeing and managing the work of my team members.

Crane the Agency

Account Manager - Mar. 2022 to Nov. 2022

- Collaborated with clients to ensure they had all the branded marketing materials needed.
- Developed concepts with the creative team to not only meet the needs of the client but grab the attention of their target audience.
- Research and contacted various distributers and print shops to ensure we received the best quality and price for our products and prints.

Graphic/Web Designer - April 2021 to Nov. 2022

- Created a variety of graphic assets for physical and digital mediums.
- Develop brand identities for new and existing businesses.
- Conceptualized and developed websites and managed their maintenance.
- Managed over ten social media accounts on both Instagram and Facebook.