

Gina Lucia

ART DIRECTOR

New York, NY

Experienced design professional with strategic visual communication and design management skills available for remote short and long term assignments. Serving as the lead creative and the independent freelancer on cross-functional remote and conventional design teams, I have been instrumental in the strategy and design of 360 omni-channel digital, print, social, editorial and marketing experiences. Skilled in UX, UI, eCommerce, Social Media, Illustration, Photoshoots, Branding, Print, and Identity Systems.

gina@houseofgrfx.com

201-321-5945 mobile

Art Director

Freelance

New York City

- Present

- 360 hands on creative professional with a proven history and passion for driving the visual identity and creative direction of digital, print, social, editorial and marketing experiences for leading fashion & beauty, K-12 education and EdTech, automotive, luxury goods, action sports, publishing houses, museums, universities, travel, entertainment, real estate, political and fortune 500 companies.

- Successful at working independently and collaboratively on a remote team with little supervision to meet goals and objectives by deadline.

- Experienced ideating, designing and implementing brand guidelines, branding assets and all print and digital materials to support a launch using Adobe Creative Suite: Indesign, Photoshop, Illustrator and Acrobat, Figma and Sketch.

- Managed and created the design of e-commerce sites, micro sites, UI/UX systems, illustration systems and adaptive learning software including mood board, style guides, site design and wireframes.

EDUCATION

Masters Degree

Brooklyn, NY

Pratt Institute

AWARDS and PUBLICATIONS

GD USA Design Award: Eye Level English Cover Series

GD USA American Design Award: Lucero Branding

Published in GD USA: Lucero Branding

Published in GD USA: OP Campaign Design

Published in GD USA: BONGO Website Design

GD USA 2x's Award Recipient: BONGO and OP

GD USA American Web Design Award: OP

Published in NY Arts Magazine, SOHO New York

GD USA American GD Award: DerekLovesShopping

Published in GD USA: Derek Loves Shopping

Published Index Book, Barcelona: "Basic Identity" Bangz

Zupi.com.br: Published, Sao Paulo, Brazil

Published 2x's: 1,000 Music Graphics Rockport Publishers

GD USA American Graphic Design Award Recipient

Published in Black Book RAW

zupi.com.br – Published Sao Paulo, Brazil

Art Director's Club of NJ Certificate of Excellence Award

GD USA Inhouse Design Award: News@Cendant

Published 2x's in GD USA Design Annual: News@Cendant

IRIS Award of Merit Recipient The NJIABC

EXHIBITIONS

Las Laguna Gallery, Laguna Beach, CA "Women in Art"
Solas Studio, NYC, NY group exhibit
iSpresso, Union City, NJ solo exhibit
A.I.R. Gallery, Brooklyn, NY exhibit
The Raven Gallery, Jersey City, NJ exhibit
Montclair Art Walk, Montclair, NJ exhibit
Interstate Gallery, Brooklyn, NY exhibit
Hogarth Biannual, NYC, NY exhibit
Greenpoint Gallery, Brooklyn, NY exhibit
Mary Benson Gallery, Jersey City, NJ
LITM Gallery, Jersey City, NJ exhibit
Rahway Artist's Guild, Rahway, NJ "A Sum of Her Parts"
Art Institute of NYC "What Those Who Teach Can Do"
Broadway Gallery, NY, NY, "Artists at Home and Abroad"
Coachella, Indio, CA "Global Inheritance Recycling"
POVevolving Gallery, Los Angeles CA, "Trashed"
32 JONES Gallery, Jersey City, NJ solo exhibit
Contributing artist to LaOla and 3R5 Artist Collectives
PPOW Gallery, NYC "Little Wonders" exhibit

BOOKS

Fundamentals of Typography
Outlawed
Design Transparency
Serenity Meow

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