



**LUIS SALCEDO**  
freelance design creative



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## EDUCATION

**Long Island University | Brooklyn, NY |**

**MFA in Media Arts Candidate**

Jan 2016 - Present

**CUNY City Tech | Brooklyn, NY |**

**BTech in Comm. Design**

June 2016

## SKILLS

**Adobe CC**

Illustrator

InDesign

Photoshop

Dreamweaver

After Effects

XD

**Microsoft**

Excel

Powerpoint

Word

## HONORS

**Cum Laude | June 2016**

Honor awarded to baccalaureate graduates with a cumulative GPA of 3.25 to 3.49.

**National Society of Collegiate Scholars recipient | October 2013**

Membership is offered by invitation to first- and second-year college students who are at the top fifth of their class.

**Dean's Honor List | Spring 2012**

This academic honor is awarded to students who have a GPA of 3.5 or better.

## EXPERIENCE

**36hrs Media | April 2017 - Present**

*Digital Content Producer*

- Direct the execution of unique, custom-designed Snapchat filters to help our partners illustrate their content to their audiences.
- Create multiple storyboards exploring possible options for 10 second long commercials on Snapchat.
- Produce the vector components for startup's SnapAds.
- Research and identify prospective clients across multiple social media channels, including Instagram, and then target them with pitches for possible short-term and long-term partnerships.

**ITRC | January 2017 - March 2017**

*Graphic Designer*

- Set up storyboards, wireframes and sitemap to finalize the most efficient path for users to navigate an app-in-development that would connect Millennials with compatible places in America to live, study, work and play in.
- Assemble the visual UI elements for said app together and create an interactive mockup for client and supervisor to test.
- Created templates for the university's student guidebooks.
- Produced an interactive presentation on Title IX policies.
- Made a series of in-house infographics detailing the university IT policies for students and faculty.

**Allusion Pictures | Nov. 2016 - April 2017**

*Art Director*

- Designed multiple iterations of logo for Allusion Pictures and had it finalized and approved by the studio's head.
- Developed the logo for Allusion's Pictures' feature *The Republican*.
- Created avatars and banners for social media.
- Produced other raster and vector artwork.

**LIU Brooklyn | Sept. 2016 - Present**

*Graduate Assistant*

- Admin the department's Twitter account @LIUBKmediaarts, informing fellow students on important events and relevant networking and internship opportunities.
- Assist students at the Writing Center with understanding prompts given by the professors and completing their writing assignments.
- Create the Media Arts department's new website and staff blog on liubkmediaarts.com through a child Wordpress theme.

**Fantastic Image | Jun. 2016 - May 2017**

*Graphic Designer*

- Assisted in the development of a child theme for dentristy website.
- Created a child theme for Inmemorials.com, a membership website for families to create memorials for their loved ones.
- Produced several iterations of logo for radio station.

**15 Wrestling Podcast | Nov. 2015 - March 2016**

*Graphic Designer*

- Developed brand identity for wrestling podcast along with set of corresponding graphics for social media.
- Illustrated posters and flyers advertising "Superkick the Holidays," a wrestling themed charity event for homeless veterans.

## EXHIBITIONS

Grace Gallery

2012, 2013, 2014 & 2015.

## EXPERIENCE

**et al. collaborative | Jan. 2015 - Sept. 2015**

*Graphic Designer*

- Assisted the Marketing Coordinator with creating email blasts.
- Conceptualized and created a series of architecture-based emojis to facilitate both internal and external communications.
- Designed a series of in-house infographic posters explaining studio pedagogy and work culture.

**65 Fen | August 2014 - December 2014**

*Graphic Designer*

- Worked alongside a team of fellow designers to create a 360° corporate brand/identity package for 65 Fen, a local Brooklyn eatery that sought to rebrand itself for bohemian crowd.
- Created print-based marketing material to promote 65 Fen.

**boogybuggy.com | August 2014 - December 2014**

*Writer & Marketing Director*

- Wrote a series of posts giving travel advice to website visitors as to what to do, what not to do and recommendations on travel spots.
- Made social accounts and viralized our content to the masses across multiple platforms, including Tumblr, Facebook and Twitter.
- Reached 10,000 hits on website according to Google Analytics.

**Dimension's Graph-X | Jan. 2014 - Sept. 2014**

*Graphic Designer*

- Managed up to five projects at a daily while still meeting deadlines towards the end of the week.
- Shaped the creation of marketing graphics across multiple print-based mediums for clientele.

## STUDENT PROJECTS

**Werk | Jan. 2016 - May 2016**

*UI/UX Designer*

- Came up with the concept and developed the user interface for an app that would serve as a "Tinder for jobs" to make it easier for students and creative professionals find their ideal workplace.
- Developed an finalized interactive prototype.
- Delivered presentation pitching the idea and making a case for the app via demographic research and business plan.

**Pentastar | September - December 2015**

*Graphic Designer & Web Designer*

- Sketched ideas for logos and upon the approval of thesis advisor, had the logo finalized and incorporated into corporate identity.
- Developed a series of creative outputs ranging from advertising campaign on the NYC subway to promotional T-shirts.
- Coded and designed a fully responsive non-CMS website.
- Created social media accounts and generated content promoting the fictional brand.

**Solidarigo | Sept - Dec 2014**

*UI/UX Designer*

- Developed the concept and developed the user interface for app that serves as a safe space for people to write about whatever or whoever's frustrating them without negative consequences
- Created an finalized interactive prototype.
- Delivered presentation pitching the idea to the class.