

LUZ CLARITA GARCIA

West Palm Beach, FL

luzgarciastudio@gmail.com | www.luzgarcia.work

EDUCATION

Florida State University Bachelor of Fine Arts, Studio Art
Concentration: Graphic Design, Drawing, and Painting
Graduation Date **August 2020**

June 2016- August 2020

PROFESSIONAL EXPERIENCE

Yayasphere | *Art Direction/ Creative Director*

September 2020 – Present

Based in Hackensack, New Jersey. Remote.

- Strategized, created, and implemented the brand identity revival in each developmental stage.
- Curated brand strategy, tone of voice, branding, creative direction, and visual content for print, packaging, interactive projects, social media, and website rendering.
- Developed, designed, photographed, and coordinated comprehensive brand equity including social media campaigns, email campaigns, movement package experiences, videos, and other marketing collateral.
- Oversaw and produced final edits of logo redesign, branding, photographs, videos, graphics, website design, and email templates.
- Generated a substantial increase in audience engagement on several marketing platforms including Mailchimp, Instagram, and Youtube.
- Led the design strategy of several in-house campaigns as well as client collaborations.

Luz Garcia Studio | *Freelance Graphic Designer.*

June 2019 to July 2020

Remote.

- Designed several logos, single covers, and merchandise mockups for various recording artists.
- Developed visual content and website mockups using Adobe XD for individual clients and small businesses.
- Forged successful partnerships by automating pre and post-production timelines maximizing both designer and clientele satisfaction.

Sounds Music Group | *Graphic Designer.*

February 2018 to July 2020

New York, New York.

- Facilitated the artistic needs of clients including but not limited to art direction, cover art direction, photoshoots, and video shoot organization.
- Collaborated with artists, photographers, and videographers to conceptualize art concepts.
- Designed logo and monogram mockups to refresh and modernize previous brand logo.

Bad Vibes Forever | *Consultant*

February 2016 to June 2020

Based in Los Angeles, California. Remote.

- Assisted in the art direction, production, and execution of merchandise, album covers, and music videos of the XXXTentacion Estate.

Chaires Elementary Afterschool Program | *Assistant Teacher.*

August 2017- June 2018

Tallahassee, Florida

- Devised interactive Fine Art and French lesson plans for the children (K-8th) that were engaging and educational.
- Served as acting administrator in the absence of the Activities Director to facilitate program schedule whilst adhering to data driven reporting that evaluated the students' performance as well as the staff's efficiency.

SKILLS

- Adobe Creative Suite: Photoshop, InDesign, Illustrator, UX, Lightroom Classic, Spark, Premiere Pro
- Microsoft Office Suite
- Familiar with gallery exhibition set up and clean up, handling delicate items and the technical process of exhibition curation.
- English | *fluent*
- Spanish | *fluent*
- French | *intermediate*

LUZ GARCIA | CV

LUZ CLARITA GARCIA

Born Trujillo, Honduras, 1998

luzgarciastudio@gmail.com | www.luzgarcia.work

Education and Qualifications

2020 **Florida State University** | Bachelor of Fine Arts in Drawing/Painting. Minor in Graphic Design

2016 **Palm Beach State College** | Dual Enrollment Program

2016 **Royal Palm Beach High School** | Graduated with Honors

Professional Teaching Experience

2017 to 2018 **Chaires Elementary School Afterschool Program** | Assistant Teacher. Workshops on exploratory materials and painting techniques.

Exhibitions

2020 **FSU BFA Graduation Exhibition**

2020 **Lorem Ipsum Virtual Exhibition**

2018 **BFA Babes**

2018 **FSU BSU Reception Exhibition**

Graphic Design Placements

2020 **Party Girl by StaySolidRocky Single Cover Design**

2020 **What To Do by Danny Towers Single Cover Design**

2020 **Rainbows by Briana Hues Single Cover Design**

2019 **Pieces by Anthony Flammia Single Cover Design**

Honors and Awards

2014 **Drummond Family Reunion** | Book cover illustration

2016 **Women in the Visual Arts Award** | WITVA Spring celebration of high school art

2020 **Party Girl by StaySolidRocky Single Cover Design** | RIAA 3X Platinum Award

Internships and Assistantship

2018 to 2020 **Bad Vibes Forever** | Consultant. Aiding in executing and producing the art direction of merchandise, album covers, and music videos of the XXXTentacion Estate.

2019 **Sounds Music Group** | Intern graphic designer and art director. Assisted in creating song covers, logo design, mural, and music video direction.

2019 **FSU Archaeology Club** | Team Leader. Working in groups with students and the chair of the Archeology department to curate the 3-D printed exhibition Printing the Past.