**Gina Lacayo**

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I began my career fourteen years ago as a Graphic Designer. Since then, I have gained expertise in Visual Design, Web, Mobile, Emerging Media Design, UI Design, UX Research, Art Direction, and Brand Development. I have managed multiple client relationships and design projects from concept to completion. I am comfortable walking clients through Brand Development and the design of deliverables such as logos, design systems, websites, mobile apps, social media graphics, game UI, and many other design requests.

**EXPERIENCE**

**ART DIRECTOR & BRAND DESIGNER**

**ProPositiva con Giselle | Remote | October 2020 - January 2021**

ProPositiva con Giselle project included brand development, marketing strategy, and social media assets. The client and I worked together to answer and analyze my series of Brand Development Questionnaires. We worked on marketing, positioning, and social media strategies, identified the ideal user and developed their unique selling point. Their deliverable included a Brand DNA Presentation, Brand Guidelines, Logo package, a Design system, and Instagram graphics for their bio, highlights, stories, and posts.

**ART DIRECTOR & BRAND DESIGNER**

**Freelance L53 Family Estates | Remote | March 2020 - September 2020**

L53 Family Estates' brand development objectives included: Choosing a name, designing a logo, identifying market and ideal users, and designing an informational desktop and mobile website. We chose the name and then created a marketing strategy aligned with their new mission of offering quality coffee to the final consumer in diverse markets. We defined their values and unique selling points. We effectively conveyed them throughout their desktop and mobile web, social media profiles, packaging, and promotional materials like t-shirts, mugs, and caps.

**ART DIRECTOR & LEAD UI DESIGNER**

**Float Hybrid Entertainment | San Francisco, CA | March 2016 - November 2020**

I provided design expertise executing design projects from concept to hand-off. I collaborated inside a cross-functional team of designers, developers, and engineers throughout the implementation of engaging U.I. elements and user experiences for games, mobile apps, large-scale installations, smart T.V., car H.U.D., and V.R. headsets. Below are some of my favorite FLOAT projects.

Samsung E3 Gaming Experience Collaborated with our Motion Graphic Designer to create visuals for Samsung Projection-Mapping Room, an immersive Augmented Reality experience where participants experienced the QLED TV first hand. I designed and implemented the UI for our GIF booth experience and designed Samsung's email campaign for after-event engagement.

RayBan RFID Smart Tables Developed the RayBay Smart Tables' visual design. I met regularly with the client to assess the project's needs, asset hand-off, and implementation, and I adhered to the brand's design processes, guidelines, and methodologies. I worked with developers and engineers, providing feedback on implementing Visual Design.

COPA STC Designed internal and customer-facing apps and collaborated with a team of more than fifteen local and remote developers, designers, and engineers, conducting frequent feedback sessions and iterations of our design work. I translated product requirements into user flow, wireframes, mockups, and lightweight, functional prototypes and presented creative work to internal stakeholders, marketing managers, and senior management for review and approval.

LoomAI Avatar Video Conferencing Collaborated with the LoomAI team to redesign their desktop app. Later, I created a new U.I. and provided UX support for LoomAI Zapp (Apps inside Zoom Environment). I worked with Loom's developers to provide design support and assisted with Q.A. to implement designs accurately. The product was presented to the public and shortly after acquired by Roblox.

**ART DIRECTOR**

**TEDx Managua | Remote | January 2012 - December 2014**

Collaborated with the design team to meet TED design standards.

Oversaw the production of a cross-media awareness campaign.

Established main image and concept for the first three TEDxManagua events.

Designed print material for a live audience of 250 in 2012, 620 in 2013 and 1250 in 2014.

**UX/UI DESIGNER**

**tuya.com.ni | Remote | September 2013 - December 2013**

Redesigned desktop shopping experience.

Designed clean and friendly mobile site interface.

**VISUAL DESIGNER**

**UroTest | San Francisco, CA | June 2013 - November 2013**

Conceptualized Uro-Test brand identity.

Designed marketing presentations packages.

Oversaw print production.

Designed information website.

Empowered Uro-Test members to add 15 new long-term clients to their portfolio.

**EVENT VISUAL DESIGN**

**UserVoice | San Francisco, CA | September 2012 - May 2013**

Built the prototype for the production of UserVoice ice-cream cart.

Designed collateral material for UserVoice Summit 2013.

Created collateral material for UserVoice conference UserConf NYC 2013.

Designed fun and engaging promotional materials for DreamForce 2012. Coordinated print production for UserVoice conference UserConf 2012.

**UX/UI DESIGNER**

**Pizza Mobo | Nicaragua | January 2012 - June 2012**

Defined target market and primary tasks.

Created prototypes to establish flow.

Designed brand identity and app’s look and feel.

Coordinated communication between client, developers and programmers.

**GRAPHIC DESIGNER**

**CitiBank Nicaragua | Nicaragua | June 2007 - June 2008**

Meet with the client weekly to discuss new marketing promotions and creative ways to communicate effectively. We conceptualized and design brochures, flyers, print advertisements, and in-house material for events and meetings.

**GRAPHIC DESIGNER**

**Doyle Dane Bernbach | Nicaragua | March 2007 - June 2007 |**

Planned, analyzed, and created visual solutions for projects. Developed the overall layout and production design of magazines, newspapers, journals, promotional displays, packaging, and marketing brochures for products and services.

**EDUCATION**

**ACADEMY OF ART UNIVERSITY |** SAN FRANCISCO CA 2013 - 2015

M.F.A. Web Design & New Media

**ACADEMY OF ART UNIVERSITY |** SAN FRANCISCO CA 2008 - 2011

M.F.A. Advertising focused on Art Direction

**SAVANNAH COLLEGE OF ART AND DESIGN** | SAVANNAH GA 2002 - 2006

B.F.A. Graphic Design

**SKILLS**

Creative Cloud, Adobe XD, After Effects, Sketch, Figma, InVision, UX|UI, Visual Design, Graphic Design, Art Direction, Digital Design, Typography, Wireframes, Design Thinking User Centered Design, Interactive Prototypes.

**LANGUAGES**

English - Fluent

Spanish - Native

Portuguese - Conversational