

LuAnn Arena

Freelance Graphic/Web Designer

luann@funkykittyproductions.com

Summary

I am a professional, freelance designer based in Beacon, NY, specializing in poster + print design, as well as clean, minimalist web design.

I received my BFA in Graphic Design in 2005 at SUNY New Paltz and have been steadily growing my business ever since. In addition to my own clients, I have worked on a wide range of projects as a contract designer under several incredible art directors. Here are just a few of those projects:

- SEGD—Society for Environmental Graphic Design Magazine, an award winning international publication about the intersection of communication design and the built environment.
- New Art International—An art annual showcasing active artists from around the world.
- Inspire Magazine—A magazine celebrating the people, companies and causes that inspire us to give back.

Specialties

Software: Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Quark, Pagemaker, Programming: Strong HTML, CSS, Javascript, PHP. WordPress installation and customization. Background in art history

Experience

Graphic Designer at Wayne William Creative

2007 - Present (3 years)

Working with superb Art Director James Pittman, we produce a variety of print and web projects.

- SEGD Design Magazine, a quarterly international publication on environmental design.
- Beacon Institute for Rivers and Estuaries
- CORArchitects
- GothamCulture
- hMa Architects
- Dennis Wedlick Architects
- Advocacy Associates

- Image prep, layout and preliminary design for print and web.
- Website production

- HTML, CSS, Javascript

Freelance/Contract Web Designer at Deluge Interactive

November 2007 - Present (2 years 5 months)

- Responsible for designing website layouts for a variety of small businesses
- Design must support specific criteria, customized to suit each client's business model

Founder/Creative Director at funkykittyproductions.com

January 2006 - Present (4 years 3 months)

Custom print & web design. Concept to completion.

Clients include:

The Bearsville Theater, Deluge Interactive, Wayne William Creative and more

2 recommendations available upon request

Freelance/Contract designer at The Bearsville Theater

October 2005 - Present (4 years 6 months)

- Creative source for event posters and flyers for touring acts.
- Responsible for weekly, bi-weekly and monthly ads for Hudson Valley papers and magazines.

Freelance/Contract designer at Book Art Press/New Art International

June 2004 - Present (5 years 10 months)

Responsible for choosing, scanning, color correction and placement of art work and text for New Art International Annual. Redesign of Book Art Press website implemented May 2007.

Freelance/Contract designer at Metze Publication Design

January 2003 - Present (7 years 3 months)

Support to art director of Metze Publication design. Image sourcing, design charts & graphs, any aspect of magazine and publication layout.

1 recommendation available upon request

Graphic/ Web Designer at YogaLifeStyle.com

October 2006 - March 2008 (1 year 6 months)

Graphic/web designer. Responsible for creation of print and web ads for major yoga publications such as Yoga Journal, Ascent magazine, Yoga Chicago etc.

Maintenance of Yoga Life Style website as well as goods on sites such as Amazon.com

Design Intern at Spire Creative Services

October 2005 - April 2006 (7 months)

Website updates, ads, CD packaging layout, internet research

Graphics at SUNY New Paltz

2003 - 2005 (2 years)

Create, produce and manage school publications, image sourcing and retouching, ad design and

layout, in house proofs and pre-press file collection.

Education

State University of New York at New Paltz

BFA, Graphic Design, 2002 - 2005

Activities and Societies: Student member of AIGA

Monroe Community College

AAS, Graphic Design/Printing, 2000 - 2001

Rochester Institute of Technology

Architectural Technology, 1990 - 1992

Interests

drawing, animation, reading, yoga, hiking, biking, rollerblading, sustainable living

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3 people have recommended LuAnn

"It is always a pleasure to work with LuAnn. She handles the pressure of deadlines by producing great work while maintaining a terrific sense of humor. Quite often I consult with her on "how to" software questions."

— **Austin Metze**, was LuAnn's client

"Her work is GREAT. Just check out her website and you will see what I mean. Creativity is her strong point. Check her out if you are stuck for ideas. She also has a beautiful smile, plays a MEAN bass, and the voice of an angel...."

— **Peter Alves**, *Owner, MacTech Computer Services*, was a consultant or contractor to LuAnn at funkykittyproductions.com

"LuAnn has a terrific graphic sensibility which makes her logo designs and web implementations original, sometimes quirky, and always spot on. Just one perusal through the posters and web designs on her site will tell you that combining the unusual with the practical is a way of life for LuAnn! To top it off, you will never find a nicer or more intelligent person to work with. Highly recommended!"

— **Tom Desisto**, was LuAnn's client

[Contact LuAnn on LinkedIn](#)