

Luiza Dale

Independent graphic designer in Brooklyn, NY

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Experience

- 2018—Now Freelance Graphic Design
Commissions for artists, cultural organizations and businesses encompassing visual identities, websites, and publications. Clients include Clog Magazine, The Center for Urban Pedagogy (CUP), Doom Dab, The Meatpacking District Association, and Salad for President. *Also:* independent projects as 1/2 of Computer Duo and creative direction for the digital publication Newest York.
- 2018 Outdoor Voices, New York NY
Art Director
Identity, user interface and print graphic design work; building and management of the design department.
- 2016—2017 PLAYLAB, INC., New York NY
Design Director
Creative direction, digital and print graphic design work as well as creative strategy and programming. Clients include Adidas, A/D/O, Christopher Wool, Dame Products, Need Supply, and The New Museum.
- 2013—2016 Imprint Projects, New York NY
Senior Graphic Designer
Advertising, editorial and branding projects. Clients include Google, Levi's, Sephora, Sonos and Virgin.
- Education
- 2016 Typography Summer School NY
- 2012—2013 Parsons School of Design
AAS Graphic Design
- 2007—2011 PUC-RIO
Bachelor of Architecture & Urbanism

Selected Press/Awards

The Gradient, 2017
It's Nice That, 2017
Print Magazine, 2016

Exhibitions

A/D/O
Common Sense, 2017

FLAG Art Foundation
The Times, 2017

Storefront for Art and Architecture
Work in Progress, 2016

Relevant Skills

Strong working knowledge of:
Typography, Art Direction, Branding, Editorial Design, User Interface Design, Image-Making, Analog & Digital Photography, and Screen Printing

Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign, AfterEffects, Bridge), Sketch App, Invision, Microsoft/Mac Office Suite, Autocad, Google Sketch Up, HTML/CSS

Familiar with:
Final Cut Pro, Adobe Premiere, Javascript/JQuery