

# LANA MATSUYAMA

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## Work Experience

### **Freelance Graphic & Web Designer**, 06/2006–present

- Created logos, e-marketing, web and print design for various clients
- Work can be viewed at [www.lanamatsuyama.com](http://www.lanamatsuyama.com)

### **artnet Worldwide, Inc. (artnet.com)**

#### *Senior Graphic & User Interface Designer*, 09/2009–02/2010

- Supervised design and execution of marketing campaigns, including banners, emails, landing pages, print advertisements and direct mail promotions
- Oversaw all creative development for all artnet auctions special sales
- Assisted in the enhancement and redesign of artnet.com, including homepage, navigation and product pages
- Designed user interface for artnet financial products
- Created branding style guide for artnet
- Managed assistant designers, collaborated with front-end web developers

#### *Junior Designer*, 09/2007–09/2009

- Produced interactive online banners, landing pages and promotional emails
- Assisted in concept development and visual design of print advertisements for national and international publications and art fairs and direct mail promotions
- Designed media kits and product fact sheets
- Designed all creative and promotional material for the launch of artnet Auctions (including special sales), Design Marketplace and Decorative Art Price Database

### **Sante D’Orazio Studio**

#### *Assistant Studio Manager/Production Coordinator*, 09/2005–11/2006

- Served as Production Coordinator at photo shoots for large clients
- Helped manage and maintain photography studio and edited official website
- Assembled and edited mock-ups for two published books of photographs

### **Mimi Ferzt Gallery**

#### *Intern*, 01/2003 - 06/2003

- Gained public relations and event planning experience
- Collaborated with gallery staff and artists to organize gallery openings
- Maintained paintings, performed administrative work, applied Photoshop knowledge

\* References available upon request

## Education

### **New York University**

#### *BA Gallatin School of Individualized Study*, 09/2003 - 05/2007

- Advertising, Design & Psychology, graduated Magna Cum Laude

## Awards

**National Dean’s List**, 2003–2007

**Founder’s Day Award**, May 2007

## Skills

Microsoft Office, Filemaker Pro, Photoshop CS4, Illustrator CS4, InDesign CS4, Flash CS4, Dreamweaver CS4, HTML/CSS, basic Javascript, After Effects