

# Madelina Luongo

Visual & User Interface Designer



U.S. Citizen, Austin, TX

(650) 867-1503

madelina@matinadesign.com

<https://linkedin.com/in/madelinaluongo>



## SKILLS & CREATIVE TOOLS

Graphic Design • Branding • User Interface Design • Interaction Design • UX Research • User Interviews • Usability Testing Wireframes Storyboarding • Sketching • Prototyping • Presentations • Retouching • Typography • Infographics • Logo Design Packaging • Video Editing • Trade Shows • Proposals • Photography • Photoshop • Illustrator • InDesign • Quark Captivate • Figma Sketch • Balsamiq Maze • Dreamweaver • Fireworks • Premier Pro • AfterEffects • AdobeXD • Adobe Experience • Monday.com Smartsheet • Basecamp CSS • WordPress • Squarespace • Wix • Trello • Invision • Miro • Whimsical • Trello Optimal Workshop Microsoft 365 • Teams SharePoint • PowerPoint • Visio

## FREELANCE

**Matina Design** ([www.matinadesign.com](http://www.matinadesign.com)) / Owner - Freelance Visual Designer, 2010 - Present

As an independent consultant and understanding the critical role of design in any business organization, I deliver high-end creative services across various mediums and platforms, aligning customer needs with business goals.

- Visual Design for Print and Web: advertising, event collaterals, trade show booth design, identity, packaging, web prototyping, design, and limited development such as WordPress page editing
- UX/Web Applications & UI Design/Mock-ups (icons, component graphics, wireframes, research)
- Multimedia: e-mail newsletters, animation, product launches, web banners
- High-end Presentation Design: corporate style sheets, templates, animation, and optimized assets gallery

### Representative Clientele:

**MAXAR Technologies**, HungerRush, **Rane/Stratfor**, Actuate (OpenText), **ADARA Networks**, Corrigent Systems, France Telecom, FiberZone, IronPort Systems (Cisco), Naviscent, **Oracle**, **PayPal**, Vision Systems International, Wells Fargo.

## EMPLOYMENT

**VISA** ([payment card services](#)) – Visual Content Creator / Project Admin, 2023 - Present, Austin, TX

- Manage and oversee visual content creation for employee communications and internal channels, ensuring consistency and clarity in accordance with the brand and digital standards outlined by Visa. I support key projects and high-end executive presentations by translating complex concepts into compelling designs. I collaborate with other Visa functions to create user-friendly visual instructional materials for the intranet and social media
- Maintain and improve the internal site's content and navigation based on performance metrics and employees' feedback. I ensure brand consistency across projects, perform regular content audits, and handle administrative tasks for our internal sites, fostering stakeholder engagement

**Rane / Stratfor** ([geopolitical intelligence & advisory](#)) – Senior Visual Designer, Apr.2018 - Jan.2019, Austin, TX

- Produced various informational graphics, designs, and illustrations to support geopolitical analyses and the company's strategic growth plans reflective of Stratfor's brand identity
- Delivered day-to-day creative pieces to increase brand awareness, generate leads, and drive subscription orders; worked with analysts and writers under extremely tight deadlines to produce online marketing banners for multiple media platforms (infographics, editorial graphics)

**Pivot3 (data storage)** – Lead Graphic Designer, Feb.2015 - Mar.2016, Austin, TX

- Responsible for all creative services supporting external and internal communication. A mixed role, requiring both individual contributions, managed creative services, and coordination of various outside agencies and independent consultants
- Owned the visual styling and implementation of the company's website redesign
- Drove consistency across pre-existing and newly developed visual assets to best reflect Pivot3's brand
- Coordinated tradeshow and event signage, photo shooting, video editing, and post-production
- Created and managed a repository of creative assets for consistent usage across mediums

**Adara Networks (software)** – Senior Visual Designer, May.2011 - Aug.2013, San Jose, CA

- Led the creative efforts for various projects (tradeshow conference booths, signage, marketing- collaterals, and online promotional campaigns), all in a highly dynamic and fast-paced start-up environment
- Redesigned the corporate identity and established the creative templates and style sheet guidelines
- Managed the end-to-end process of producing sales and technical Illustrations, conducting interviews with the stakeholders, and researching the user goals and the targeted audience through the raw concept prototyping and validation process to the final delivery of pixel-perfect graphics and illustrations; updated and contributed UI elements for applications (icons, screen layouts)

**Oracle (computer technology)** – Senior Visual Designer, Jan.2011 - Dec. 2011, San Jose, CA

- Designed visual support materials and presentations for Oracle's Systems Servers & Storage Division executives at highly visible worldwide events in an extremely time-sensitive engagement while upholding Oracle's branding in all aspects of my creation
- Translated complex ideas into simpler illustrations with minimal input, collaborating with global product marketing managers
- Designed web banners to support new product releases and business partnership announcements

**RTX / Rockwell Collins (aerospace/defense)** – Senior Graphic Designer, Jun.2008 - Oct.2009, San Jose, CA – Capture Center/Creative

- Led the creative design and graphics development under extremely tight deadlines for every multimillion-dollar competitive proposal captured at the San Jose division. Proposals included bids to update aeronautics electronics equipment for military fighter jets (F15, F22) or other sophisticated military products/devices
- Owned the creation of effective and cost-efficient interpretive themes, design solutions, and informational illustrations that communicated mood, emphasis, insight, viewpoint, and similar visual impressions
- Coordinated and interviewed different stakeholders throughout projects lifecycles to drive the information gathering and requirements validation and ultimately exercised my creative insight to produce original and relevant graphic design assets

– Graphic Designer, Feb.2007 - Jun.2008, San Jose, CA – Corporate Marketing

- I owned the creative marketing deliverables for the San Jose division while providing support as needed to the HQ and to the optics division in Carlsbad, CA., managing multiple projects simultaneously enforcing brand consistency, timely delivery, and budgets
- I served as the go-to expert for all creative efforts. Most notably, I single-handedly redesigned the layout and composition of VSI's updated website and continue to support their ongoing efforts as an independent graphic designer
- Produced joint partnership collaterals and trade-show designs while adhering to our creative standards and those of our partners

**PayPal an eBay Company (financial technology)** – Visual Designer, Sep.2006 - Dec.2007, San Jose, CA

- Contributed to the product development lifecycle, working closely with other visual / UI designers, marketing and product managers, usability researchers, and the web development team
- Collaborated with cross-functional teams to create graphic design layouts, identity extensions, and visual elements for online marketing campaigns (2-click banners, landing pages, online advertisements, and email campaigns) for the Merchant Services division, PayPal's fastest-growing segment
- Reviewing the creative work of outside agencies and providing art direction and feedback to make sure all the visual design deliverables were aligned with PayPal's brand standards

---

## EDUCATION

UNArte National **University of Arts** / Bucharest, Romania – **Bachelor of Arts in Graphics** / Minor in Art Teaching

Design Lab – UX Academy, NY – User Interface Certification

Human Factors International (HFI), San Francisco, CA – Usability Analyst Certification

Digital Media Academy Stanford University, CA – Web Design & Production Certification

San Mateo College, CA – Typography, Digital Prepress, and Print