

# MARIA GRAZIA LUNA

## Graphic and Web Designer

Toronto, Canada

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LinkedIn profile: <https://www.linkedin.com/in/mgluna/> | Portfolio: <https://lunac.design/>

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## PROFESSIONAL SUMMARY

Creative and versatile Graphic and Web Designer with a background in architecture and a proven track record across real estate, marketing, technology, window display, and education sectors. Skilled in developing cohesive brand identities, user-friendly websites, impactful digital assets, and social media content creation. Brings solid experience in customer service, social media strategy, administrative tasks, and collaborative project execution. Passionate about inclusive and accessible design, delivering solutions that balance creativity and functionality.

## PROFESSIONAL EXPERIENCE

### Research Assistant

[ACER](#) – Research Department Focused on Design Innovation – Humber Polytechnic – Toronto, Canada

Dec 2024 – Sep 2025

Contact Name: Fatima Momin | Job Title: Research Specialist | email: [fatima.momin@humber.ca](mailto:fatima.momin@humber.ca)

- Conducted interviews and research to enhance inclusive design for older adults.
- Created case studies to assess impact of design strategies.
- Ensured alignment with the framework of the Design Industry Advisory Committee (DIAC).
- Supported administrative tasks, including data entry, meeting scheduling, internal communication, and preparation of documentation to ensure seamless coordination throughout the research project lifecycle, including designer interviews and stakeholder communications.

### Graphic and Web Designer

[Display Attic](#) – Window Display and Event Setups Company – Toronto, Canada

Jun 2024 – Nov 2024

Contact Name: Lana DeCosimo | Job Title: CEO | email: [anaa@displayattic.com](mailto:anaa@displayattic.com)

- Designed and launched a WordPress Elementor site with accessibility features and CMS integration.
- Implemented outbound marketing and targeted email campaigns to drive leads and boost sales.
- Automated blog workflows with AI tools, improving efficiency in content updates.
- Produced engaging social media content with AI-driven tools to grow online presence.
- Enhanced brand visuals to strengthen customer experience and increase engagement.

### Graphic Designer and Research Assistant

[BrickMMO](#) – Educational Platform Focused on Smart City Development

Humber Polytechnic Toronto, Canada

Mar 2024 – May 2024

Contact Name: Adam Thomas | Job Title: Lead Developer | email: [adam.thomas@humber.ca](mailto:adam.thomas@humber.ca)

- Developed sub-brands and icon sets to enhance visual identity.
- Led brand guidelines for consistent and compliant communication.
- Supported administrative and project management tasks.
- Crafted accessible websites using GitHub Markdown, HTML, and CSS.

### Lead Graphic Designer

[MD Tech Biz](#) – Technology and Digital Design Agency – Lima, Peru

Dec 2019 – Dec 2023

- Designed and developed the company website with optimized UX/UI and SEO.
- Guided junior designers with regular feedback and collaborated closely with the development team to ensure cohesive execution of creative concepts across design and code.
- Maintained brand consistency across marketing assets and platforms.
- Collaborated on digital marketing strategies, including social media, lead generation, email, and CMS.

## **Marketing Specialist**

[Casa Cuadros](#) – Boutique Event Venue – Lima, Peru

Nov 2017 – Nov 2019

- Executed property marketing with visual assets and tours.
- Created promotional, social media, and video editing materials, increasing rentals by 30%.
- Developed lead magnets and email campaigns to capture and nurture prospective clients.
- Provided customer service by assisting clients with inquiries and bookings.

## **EDUCATION**

### **Business Inc Newcomer Series Certificate of Completion**

[TPL \(Toronto Public Library\) & TBDC \(Toronto Business Development Centre\)](#) - Toronto, Canada

Apr 2025 – May 2025

### **Advertising and Graphic Design**

Ontario College Diploma [Humber Polytechnic](#) – Toronto, Canada

Sep 2023 – Apr 2025

### **Digital Graphic Design Certificate**

[Toulouse Lautrec Institute \(TLS\)](#) – Lima,

Peru Jun 2021 – Sep 2021

### **Social Media Management Certificate**

[Toulouse Lautrec Institute \(TLS\)](#) – Lima, Peru

Mar 2021 – May 2021

### **Bachelor's Degree in Architecture**

[Peruvian University of Applied Sciences \(UPC\)](#) – Lima, Peru

Mar 2009 – Dec 2015

## **VOLUNTEERING**

### **Graphic Design Volunteer**

Humber Hispanos Club – Humber Polytechnic

Sep 2024 – Dec 2024

## **AWARDS**

### **Carolina Pacheco Memorial Scholarship Award**

[Women in AI Canada](#) | <https://hispanotech.ca/>

Feb 2025

## **TECHNICAL SKILLS**

**Graphic Design:** Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Canva

**Web Design:** Figma, WordPress Elementor, Wix, HTML, CSS, SEO

**Accessibility:** AODA, WCAG 2.1

**Video Editing:** Adobe Premiere Pro, Adobe After Effects, CapCut

**Marketing Tools:** Email Marketing, Outbound Marketing, Lead Generation, Social Media Campaigns

**Productivity Tools:** Google Workspace, Microsoft Office Suite, Trello, Discord, Slack

**AI Tools:** ChatGPT, Sora, Ideogram

## **SOFT SKILLS**

**Creative & Analytical Thinking:** Creative Thinking, Problem-Solving

**Communication & Interpersonal:** Customer Service, Clear Communication, Team Collaboration

**Leadership & Adaptability:** Leadership, Flexibility, Decision-Making

**Project Execution:** Organization, Time Management, Administrative tasks, Accountability, Attention to Detail