ANNIKA LURIO

ART DIRECTOR & DESIGNER | WWW.ANNIKALURIO.COM

Fueled by a passion for helping innovative brands form their place in the world. Always up for a challenge, I have worked for start-ups, agencies, and DTC companies. I currently lead design for a DTC at-home fitness start-up.

EXPERIENCE

FIGHTCAMP

Brand Design Manager | November 2020 — Present

- Oversee all brand design on marketing and e-commerce fronts
- Act as art director for photo and video shoots
- Build and form brand strategy of company
- Manage freelance network of creatives
- Began as senior designer and promoted to brand design manager

INNOVATION PROTOCOL

Senior Brand Designer | July 2019 — November 2020

- Concept and produce brand identity systems for businesses across a wide variety of industries
- Act as strategic creative counsel for clients
- Effectively present and explain creative work to clients both in-person and in writing

HAWKE MEDIA

Senior Designer | March 2018 — July 2019

- Conceive, craft, and execute branding on time and on strategy
- Design logos, brand books, websites, print collateral, investor decks, and ads
- Act as Art Director for photo shoots and creative deliverables

COMRAD SOCKS

Freelance Designer | June 2018 — January 2020

- Created marketing campaigns and collateral for Comrad's holiday season
- Helped analyze data and trends to produce design decisions

REVOLUTION MESSAGING

Graphic Designer | June 2015 — March 2018

- Design and develop brand identity for political campaigns ranging from visual branding, merchandise, print and social
- Responsible for creating and implementing rapid response techniques to accelerate completion of work, while maintaining brand loyalty and quality control

EDUCATION

AMERICAN UNIVERSITY

BA - Graphic Design
Minor in Communications
2011-2015

ACHIEVEMENTS

Built in LA: 2018 Women in Tech to Watch

SKILLS

Photoshoot Production

Managing deadlines and responsibilities

Working together with teams to create innovative solutions

SOFTWARE AND APPLICATIONS

Adobe CC	Photoshop
Figma/ Sketch	Webflow
XD	Shopify
Illustrator	Squarespace
InDesign	