

# GINA LUTTRELL

VALuttrell@gmail.com | 678.200.5914 | ginaluttrell.com | Philadelphia, PA

## Web and Graphic Designer

Design by Gina | July 2015 – Present

- » Bright Horizons - **Designed and developed touch-screen interface** for front lobby.
- » PHMC - Created digital and print signage for Annual Meeting attended by 2,000 attendees.
- » Digitas - Assembled 80-slide presentation on marketing positioning for Digitas client.

## Public Awareness Associate

FIRE | Jan 2012 – July 2015

- » **Lead \$50,000 redesign of thefire.org, increased year over year page views by 138%.**
- » Redesigned email newsletters, **yielding 19% opens increase, 127% clickthrough rate.**
- » Created social media graphics that garnered an average of **15% organic reach.**
- » Designed and built internal page templates and special events pages that pull in tens of thousands of yearly visitors.

## Lead Designer, Editor-in-Chief

*Thoughts on Liberty* | 2008 – 2015

- » Designed, built Wordpress site that **attracted 60,000 visitors per year.**
- » **Managed team of 10 writers**, trained authors to optimize for web publishing and social media.
- » Developed branding guidelines, logo, and print materials for blog aimed at Millennial women.

## Technologies

- » HTML/HTML5
- » CSS/CSS3
- » jQuery
- » Javascript
- » Adobe Photoshop
- » Illustrator
- » Indesign
- » Lightroom
- » Wordpress
- » Drupal

## Education

Moore College of  
Art and Design

Photoshop  
Illustrator

Agnes Scott College

Bachelor of Arts  
Class of 2011