

# Luciana Salomón

## Senior Production Specialist & Subject Matter Expert

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English – C1 Level | Spanish – Native

Production specialist with 6+ years of experience in high-volume digital and print environments. Currently leading quality standards and team coordination for an 11-person production team focused on U.S. direct mail fundraising campaigns. Strong background in process optimization, file preparation, and technical consistency across large-scale projects. Bachelor's Degree in Graphic Design from the University of Buenos Aires.

### EXPERIENCE

#### Subject Matter Expert (SME)

May 2025 – Present

Connaxis

- Lead production standards and quality control for an 11-person team.
- Supervise and redistribute daily workload to ensure on-time delivery.
- Prioritize tasks in high-volume contexts, aligning resources with deadlines and urgent requests.
- Develop documentation and structured workflows to reduce errors and improve team efficiency.
- Review complex pieces to ensure technical and regulatory compliance (USPS).

#### Production Artist

Aug 2024 – May 2025

Connaxis

- Prepared print-ready files for U.S. direct mail campaigns for NGOs and charities.
- Executed file setup following technical specifications and client brand standards.
- Collaborated with Creative Direction and QA teams to ensure technical accuracy.

#### Instructor – Illustration Portfolio (InDesign Module)

Jun 2023 – Feb 2025

Escuela Da Vinci

- Taught Adobe InDesign, covering typography, grid systems, and editorial layout for portfolio development.
- Provided individual mentorship on portfolio structure, presentation, and concept improvement.
- Contributed to curriculum updates and program improvement.

#### Ssr. Graphic Producer

Aug 2022 – Aug 2024

Hogarth Worldwide

- Managed high-volume digital production for a confidential FAANG client.
- Optimized Photoshop files and localization workflows using smart objects and layer comps.
- Coordinated with production, development, and QA teams using Workfront for project tracking and asset delivery.
- Reviewed final web pages and HTML emails to ensure flawless output.

#### Graphic Designer

May 2021 – Aug 2022

Hogarth Worldwide

- Produced multi-channel digital assets (banners, GIFs, email templates, social media, OOH) under strict brand guidelines.
- Built and adapted email layouts in Figma for DirecTV's CRM team, collaborating with offshore and cross-functional teams.
- Worked across client teams including Coca-Cola (GDC team), DirecTV, and Pfizer.

#### Creative Designer

Oct 2020 – May 2021

Dalca Marketing & Technology

- Developed visual concepts in collaboration with copywriters.
- Led a small design team, managing task distribution and delivery timelines.

#### Graphic Designer

May 2019 – Mar 2020

Estampería Premium

- Prepared files for serigraphy and high-quality stamping, including vectorization and color separation.
- Operated Wasatch RIP Software and Epson P6000 for serigraphic printing preparation.

## EDUCATION

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### **Bachelor's Degree in Graphic Design**

University of Buenos Aires (UBA)

2016 – 2024

### **Diploma in Book Arts**

University of Buenos Aires (UBA)

Mar 2025 – Dec 2025

### **Mirada Gráfica – Illustration Course**

University of Buenos Aires (UBA)

Nov 2025

## SKILLS

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<b>Software</b>	Adobe Illustrator, Photoshop, InDesign, Acrobat · Figma · Workfront · Proficient in smart objects, layer comps, file optimization
<b>Production</b>	Print-ready file preparation · Direct mail (USPS compliance) · Email · Social Media · OOH · Digital production · Localization workflows
<b>Leadership</b>	Team coordination · Workload distribution · QA review · Process documentation
<b>Languages</b>	English (C1) · Spanish (Native) · Japanese (Intermediate, in progress)