Luciana Salomón

Senior Production Designer & Subject Matter Expert

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Based in Buenos Aires. 6+ years working at the intersection of design and production, with a focus on technical precision and high-volume output.

EXPERIENCE

Subject Matter Expert (SME)

Connaxis — May 2025 – Present

– Lead production standards and quality control for an 11-person team.
– Oversee workload distribution and ensure on-time delivery across high-volume projects.
– Prioritize tasks based on deadlines, urgency, and resource allocation.
– Develop documentation and structured workflows to reduce errors and improve team efficiency.
– Review complex pieces to ensure technical and regulatory compliance (USPS).

Senior Production Designer

Connaxis — Aug 2024 – May 2025

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

Instructor – Illustration Portfolio (InDesign Module)

Escuela Da Vinci — Jun 2023 – Feb 2025

– Taught Adobe InDesign (typography, grid systems, editorial layout).
– Mentored students on portfolio development and conceptual thinking.
– Contributed to curriculum updates and course structure improvements.

Ssr. Graphic Producer

Hogarth Worldwide — Aug 2022 – Aug 2024

– Managed high-volume digital production for a FAANG client.
– Streamlined localization workflows using smart objects and layer comps.
– Coordinated with production, development, and QA teams.
– Reviewed final web pages and HTML emails to ensure flawless output.

Graphic Designer

Hogarth Worldwide — May 2021 – Aug 2022

– Produced multi-channel assets (banners, GIFs, email, social, OOH).
– Designed and adapted email layouts in Figma for DirecTV CRM.
– Collaborated across clients including Coca-Cola, DirecTV, and Pfizer.

Graphic Designer

Dalca Marketing & Technology — Oct 2020 – May 2021

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

Graphic Designer

Estampería Premium — Oct 2020 – May 2021

– 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

Bachelor’s Degree in Graphic Design

University of Buenos Aires (UBA) | 2016 – 2024

Diploma in Book Arts

National University of the Arts (UNA) | Mar 2025 – Dec 2025

Professional Development Course: Mirada Gráfica

University of Buenos Aires (UBA) | Nov 2025

SKILLS

Software

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Acrobat) · Figma · Workfront · Microsoft Excel

Web basics

HTML · CSS · Basic JavaScript

Languages

English (C1) · Spanish (Native) · Japanese (Basic)