

LUCA BARTON

STATEMENT I'm an enthusiastic, self-starter looking for an opportunity to apply my can-do attitude to quickly make positive contributions. I work well in a team environment and am committed to completing high quality design work with a positive attitude.

CONTACT —
213 361 2545
UCLALUCA AT GMAIL
→ EMAIL for Portfolio ←

EDUCATION

Design|Media Arts, B.A.
JUNE 2007
UCLA

EXPERIENCE

THE GREAT NORDIC SWORD FIGHTS, Multimedia Studio

Creative Manager / Graphic Designer

MARCH 2011 → APRIL 2012

Identify and secure opportunities (music videos, installations, visual motion experiences) for TheGreatNSF, ensure work was completed on time and within budget.

Cold calls, activating my network, attending tech/art/media talks, and general hustling resulted in production of music videos for national musicians, a partnership with Scion, and a healthy client base. These first projects had minimal budgets, but with my leadership, video and design experience all projects were completed on time, within budget, and the clients were happy with the results.

NBC | UNIVERSAL

Creative Coordinator

OCT 2009 → OCT 2010

At all times I balanced long-term and short-term projects; mostly handling visual asset management for NBC's DVDs.

I set up a system to handle all incoming tasks, sorted them by importance and time consumption to make timelines. I built relationships with coworkers that greatly facilitated my job when expedited work was necessary. This system was significantly more efficient and allowed us to multiplex projects and still meet tight deadlines.

OBAMA FOR AMERICA

Field Organizer \ Tuscola County, MI & Cleveland, OH

DEC 2007 → NOV 2008

Trained and managed team leaders to train and lead teams of volunteers; strategized Registration/Persuasion/GOTV plans; planned daily/weekly events; sourced assets; coordinated with local campaigns; reported back to the campaign daily.

With 2 days of training I was flung into Tuscola County, a rural 'Republican' bastion of 55,000 in MI. With minimal leads or asset help, in 3 months I set up 2 headquarters, highly functional organizations at 4 high schools, self-sufficient volunteer teams in 3 towns, topped 300% of my voter registration goals, and helped Obama get within less than

SKILLS

Print
Book Design
Typography
Infographics
Illustration
Branding
Wayfinding
Photography (film, digital)
Video Production
Hand Craft
Research

1% of McCain; in 2004 Bush beat Kerry by 10%. Changed the notion that 'Democrat' in Tuscola was a dirty word.

TURN TEXAS BLUE (PAC)

Lead Graphic Designer

MAY → JULY 2008

Branded PAC; produced investor booklets; conceived advertising campaign and timeline proposal. This venture was folded into the local Democratic Party to become a slogan.

PEACE OVER VIOLENCE (POV)

Assistant Designer to Rebeca Mendez

JANUARY → APRIL 2007

Designed comp posters, secondary and tertiary logos for POV and Denim Day LA anti-rape campaigns. InDesign and Illustrator was used to create anti-rape posters that juxtaposed imagery and poetic text in a simple, quick, and powerful info-digestion manner that shocks the onlooker into attention and thinking. Collaborated with director Gabriel Noguez to create Denim Day PSA; with After Effects I compiled Gabriel's photos into a video and added effects and typography for a powerful message within the newly created brand standards of POV.

NO GOOD TELEVISION (NGTV)

Junior Designer

JAN 2005 → OCT 2006

Utilized the vast experience of my coworkers to better my design eye and creation skills for motion graphics, print work, and illustration.

Until this point I had mostly created graphic work in a Modern style and illustrations in pen; with NGTV I expanded with textured, rock & roll, and Adult Swim type work and learned After Effects to put typography, graphic elements, and Photoshop/Illustrator comps into motion.