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# ALBERT LUERA

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Authorized to work in the US for any employer.

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## PROFESSIONAL SUMMARY

Diligent Senior Production Artist and accomplished freelance graphic designer with **10+ years of expertise** in design, visual communication, and high-fidelity art fabrication. Proven ability to **translate complex 2D concepts into flawless, large-scale physical installations** and custom framed artworks. Expertise includes **advanced digital retouching** (developing low resolution composites into high resolution finished prints) and **meticulous pre-press checks** and color management to ensure output quality. Highly effective at **optimizing cross-functional production workflows** and resource documentation, notably by **spearheading the creation of the JFX Resource Library** (SOPs and print samples). Demonstrated **creative problem-solving** and collaboration, specifically advising **Artist in Residence** participants on novel print techniques and advanced production planning. Skilled in project coordination and managing timelines using **Asana, Trello, and FileMaker**.

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## WORK EXPERIENCE

### SENIOR PRODUCTION ARTIST

**Local Language** | Oakland, CA | April 2019 – Present *Hybrid Art Consulting Firm and Art Fabrication Studio specializing in global installations and architectural elements*

#### Achievement & Innovation

- Spearheaded the creation and documentation of the **JFX Resource Library** (SOPs, physical samples, and print settings), establishing a crucial internal archive that documented print techniques and standardized production processes.
- Drove organizational efficiency by implementing streamlined workflow processes, **optimizing productivity, and minimizing errors** in graphic production across departments.
- Functioned as the primary Print Department representative, improving cross-functional communication and coordinating production-focused filework between Art, Design, and Fabrication teams.

#### Production & Technical Execution

- Operated and managed specialized **JFX UV flatbed and roll media printers** for the production of high-quality finished proofs and prints for global commercial projects.
- Mastered the full digital imaging pipeline, executing complex compositing, **digital retouching** (developing low-res composites into high-res finished prints), and rigorous pre-press checks.
- Maintained strict **color consistency** by managing color workflow, including proof matching to digital targets and profile management.
- Utilized project management tools, including **Asana, Trello (Kanban), and FileMaker**, for project planning, setting deadlines, and coordinating Print Department workloads.

#### Artistic Collaboration

- Served as a technical expert for the **Artist In Residence (AIR) program**, collaborating and offering consultancy on novel print techniques (e.g., specialty inks/prototyping) and advanced production planning to realize complex artistic visions for monthly showcases.

- Collaborated closely with Art and Design teams, integrating **Illustrator and vector expertise** into the Art workflow and ensuring that concepts were **print-ready** through creative problem-solving and reimagining.

#### FREELANCE GRAPHIC DESIGNER

##### **Independent Contractor | Oakland, CA | Present**

- Cultivated and managed **10+ years of independent business operations**, including project management, invoicing/billing, and developing a base of repeat clients.
- Developed comprehensive **branding materials** (logos, color palettes, and typography guidelines) for new businesses and rebranding initiatives.
- Created visually appealing and impactful designs for various digital and print mediums, including advertisements and **social media graphics that increased engagement and brand awareness**.
- Applied advanced graphic design skills to promote and co-host successful community-focused pop-up events ("NvrOvr BBQ") and recurring nightlife residencies ("Slap City," "GEMS") in Oakland.

#### DESIGN ASSISTANT

##### **National Picture Framing Centers | San Francisco, CA | 2016 – Present**

- Designed visually compelling marketing materials, including brochures, flyers, banners, and social media graphics, leveraging the Adobe Creative Suite.
- Developed and executed email marketing campaigns, conducting **A/B testing** on subject lines, content, and design to optimize open and click-through rates.

#### PRINT PRODUCTION

##### **Consolidated Printing | Oakland, CA | August 2018 – January 2019**

- Produced detail-oriented print and design work for **voter information guides** across multiple counties during a statewide primary election.
- Applied strong problem-solving skills in a fast-paced, high-pressure environment to ensure the timely and accurate delivery of critical election resources.

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#### RELATED EXPERIENCE: EVENT PRODUCTION & MUSIC CURATION

##### EVENT PRODUCER & MUSIC CURATOR (Whatsupalbert)

##### **Oakland, CA | 2005 – Present**

- **Orchestrated and co-hosted** community-focused pop-up events (Nvr Ovr BBQ) featuring unique menus and managed popular nightlife residencies.
- Recognized by **Red Bull** for contributions to Oakland's revived nightlife scene.
- Skilled as an **"Open Format" music curator**, demonstrating adaptability by balancing themed sets with general crowd appeal to manage diverse audiences.
- Learned professional skills including **audio editing and copywriting** through the Youth Radio program.

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#### EDUCATION

##### **Associate Degree in Graphic Design/Digital Imaging | Laney College | 2015 – 2017 General Education | San Francisco State University | 2003 – 2007**

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## TECHNICAL SKILLS & PROFICIENCY

Category	Skills & Tools	Specialized Experience
<b>Design Software</b>	<b>Adobe Creative Suite (10+ Years),</b>	Photoshop (Advanced Retouching/Compositing), Illustrator (Vector Expertise), InDesign, After Effects (Intermediate).
<b>Production &amp; Print</b>	<b>JFX UV Flatbed Printing,..</b>	Pre-Press Standards, Color Management/Theory, Onyx RIP Software, Rasterlink, CNC-Cutting Preparation
<b>Project Management</b>	<b>Asana, Trello (Kanban), FileMaker</b>	(Database Management), Organizational Skills, Timeline Coordination.

**3D & Digital Art** TinkerCAD, Bambu Studio, Womp 3D, Adobe Dimension, Beginning Blender, HTML. Entry-level 3D modeling for prototyping and rapid visualization.

**Power Skills** **Creative Problem-Solving,** Adaptability, Attention to Detail, Collaboration, Quality Control. Skills proven critical in fast-paced production and client-facing environments.