

# Luca C. Wistendahl

Web developer, graphic designer and photographer. I love good design, effective communication and—most of all—putting the two together.

LucaCW.com

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hello@lucacw.com

@ LucaCWistendahl

Raleigh, North Carolina

## Education

### Ohio University

Athens, OH ..... 2012 - 2017

B.S. in Visual Communication ..... *Magna Cum Laude*

B.S. in Journalism ..... *Magna Cum Laude*

## Skills

### Web Development

Expert: ..... HTML5, CSS3, JS, jQuery, WordPress

Advanced: ..... PHP, SASS, Git, A11y, working with JSON

Intermediate: ..... Command-line, npm-scripts, consuming APIs

I pride myself in building modern, well-designed websites that convert and communicate efficiently. Always hungry to learn and expand my skill set.

### Graphic Design

Expert: ..... Photoshop, Illustrator, InDesign

Advanced: ..... Bridge, After Effects, Premier Pro

I like attractive, compelling, research-based design that stands out and complements — but doesn't compete — with its message.

### Photography

Expert: ..... Photojournalistic photo editing

Advanced: ..... Commercial photo editing,

DSLR cameras, a variety of lens types, lighting, photo composition

I strive for beautiful, eye-catching commercial photography that showcases a product's best qualities and pulls viewers in.

### Languages

Expert: ..... English, Italian

Advanced: ..... French

Elementary: ..... Mandarin

Raised bilingual in English and Italian. Studied in Milan, Italy for seven months. Studied French for 6 years and Mandarin for 4.

These are a few of my favorite things: ..... Comics, concept art, video games, trading cards, rock climbing, running, playing the bass (poorly)

## Experience

### Freelancer

Web development, design and photography ..... 2014 - Present

Experienced in working with organizations of all sizes, in person and remotely. Always on the lookout for my next project.

### Web Developer/Designer

Sixth City Marketing ..... Cleveland, OH

Digital Marketing Agency ..... May 2017 - Present

Responsibilities include: wireframing, designing, developing and launching client websites; email template design; client & product photography; troubleshooting; training.

My work requires direct communication with teammates and clients, often with the responsibility of successfully communicating technical information in a concise and accessible manner.

### Multimedia Manager

The Athens Bread Company ..... Athens, OH

Artisan Bakery ..... 2014 - Present

Designed the Athens Bread Company's logo and branding.

Responsibilities include: designing menus, order forms, business cards, gift certificates, print ads and promotional material; product photography; communications with printers and ad publishers.

### Print Designer

The Athens Messenger ..... The Plains, OH

Regional Newspaper Hub ..... May 2015 - July 2015

Designed advertisements and edited photos for publication in regional newspapers.

### Print Designer

The Athens NEWS ..... Athens, OH

Local Newspaper ..... June 2014 - May 2015

Designed advertisements for the paper's ad clients and infographics for stories. Edited images for print and digital publication.

Transferred to sister paper, The Athens Messenger, after the NEWS's purchase by Adams Publishing Group.