

# Gianni Luce

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## PROFESSIONAL SUMMARY

Communication & Media Design student experienced in branding systems, marketing campaigns, and visual media using Adobe Creative Suite. Advanced in Illustrator and Photoshop with strengths in audience targeting, visual storytelling, and brand consistency

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## MARKETING & DESIGN PROJECTS

Jan - May 2025

### SUNY Polytechnic Institutional Media Campaign

- Designed digital and print assets in Illustrator and Photoshop.
- Developed branded graphics aligned with campaign messaging.
- Applied audience research to improve engagement.

2023–2025

### Freelance Small Business Branding

- Created logos and brand identity systems for local businesses.
- Designed flyers, posters, and social media graphics.
- Produced print-ready and digital marketing assets.

2023–2025

### Integrated Marketing & Media Projects

- Developed multi-platform marketing materials and ads.
- Applied typography, layout hierarchy, and brand standards.
- Produced short-form videos in Premiere Pro.

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## PROFESSIONAL EXPERIENCE

Sep 2025 – Nov 2025

### Waiter — Nostro Resto Bar & Lounge

- Managed 10–12 tables while delivering high-quality service.
- Upsold menu items using persuasive communication.

Mar 2021 – Aug 2025

### Fry Chef — Vinny's Pizzeria

- Led fry station with 98% order accuracy.
- Trained 15+ employees on workflow and prep.

Jun 2022 – Sep 2023

**Lifeguard** — Herkimer Village Public Pool

- Oversaw safety for 450+ guests per shift.
- Enforced compliance and maintained CPR/First Aid certification.