

LORNA BOYAJIAN

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Experienced Photoshop Virtual Designer Creating Winning Collectible Products

PROFESSIONAL SUMMARY

Versatile digital artist with extensive experience focused primarily on product design. Worked in the corporate and freelance worlds bringing ideas to life by creating top selling virtual collectible products. Alert to market trends and timing, exercised strong concepting skills resulting in winning product ideas. Proficient in Photoshop and other techniques to create these winners.

WORK HISTORY

Freelance Artist

up to 2013

- Graphic design including creating virtual images, photo retouching, image manipulation, renderings, mechanical drawings, display shelf design, decals, and hand painting figurines.
- Clients included The Hamilton Collection, Disney, Paramount Pictures, NASCAR, and Coca-Cola.

Digital Artist | The Hamilton Collection

2013 - 2023

- Virtual artist- created ad ready 2.5D images for figurines and various collectible products.
- Worked heavily on diverse brands including Disney, Thomas Kinkade, and Precious Moments.
- Adjusted design directives during the creative process to maximize visual and emotional drivers.
- Created celebrity/historic figures including President and Michelle Obama, Maya Angelou, and Elvis.
- Proposed timely figurine concepts resulting in sales winners- Kamala Harris, Ketanji Brown Jackson.
- Assembled and organized digital art assets to create easily accessible corporate Archive.

SKILLS

- Adobe Photoshop and Adobe Illustrator expert, Mac and PC environment
- Create virtual 2.5D products
- Photo editing
- Branding and Co-branding licensed entities
- Color theory
- Typography
- Hand paint figurines (whiteware and revisions)
- Concepting and Brainstorming
- Train team members in decal creation
- Self-directed, detailed, organized multi-tasker

EDUCATION

Bachelor of Fine Arts: Graphic Design | University of North Florida (magna cum laude)