

# Lorena Etchebarne

ART DIRECTOR | STRATEGIC ILLUSTRATOR | DIGITAL TRANSFORMATION

540.908.0265 | lebbarne@gmail.com | vectorhorizonstudio.com

## SUMMARY

**Art Director and Founder of Vector Horizon Studio**, with over **24 years of experience** driving digital innovation for prominent organizations including **NASA, the DoD, and AGU**. A unique hybrid of fine artist and technical strategist, expert in translating complex information into engaging visual content and leveraging **AI tools like Prompt Engineering** to deliver high-impact results. Proven success in leading comprehensive **digital transformations**, overseeing **cross-functional creative teams**, and managing high-stakes, **classified projects** for global stakeholders.

## SKILLS

- **Design & Visual Communication:** Brand Identity/Strategy, Visual Communication, Typography, Color Theory, Layout & Composition, Image Editing, **Illustration**, Print & Web Design, Multimedia Graphics, Pre-Production, Pre-Press.
- **Digital Transformation & Marketing:** Social Media Strategy & Management, Social Media Content Creation, **SEO Strategies**, Email Marketing, Online Advertising, Web Development, Content Creation, **Digital Transformation**.
- **Project Management & Collaboration:** **Project Management**, Client Consultation, Stakeholder Communication, Time Management, Presentation Skills, **Leadership**, Vendor Negotiation.
- **Technical Proficiency:** **Adobe Creative Suite** (Photoshop, Illustrator, InDesign, Acrobat Pro, Fresco), Canva, **Adobe Firefly**, Splash, Knak, **AI-assisted Design Tools (Prompt Engineering)**, Microsoft Office, and both Mac/Windows environments.
- **Strategic Focus:** **Human-Centric Design**, Brand Storytelling, Cross-Platform Consistency, **Creative Leadership**, and Emerging Tech Integration.
- **Languages:** **Spanish** (Fluent), **English** (Fluent).

## WORK EXPERIENCE

**MARKETING & ART DIRECTOR | DIGITAL TRANSFORMATION SPECIALIST** | Miracle Counseling | Remote | 2019 – 2024

- Managed and executed digital campaigns across multiple channels, including social media, email, and paid search, increasing email open rates by **29%** and improving keyword ranking by **40%**.
- Created and implemented the entire on-brand visual identity system and led the visual strategy for ad campaigns, **enhancing brand recognition** and driving a **25% increase** in client engagement and a **55% increase** in online traffic.
- Spearheaded a comprehensive **digital transformation** by transitioning to new solutions and launching a client-facing website, reducing information retrieval time by **90%**.
- Directed the design and strategic launch of multiple company websites, ensuring a cohesive user experience (UX) and unified brand identity across all digital touchpoints.
- Leveraged **AI for content ideation** and implemented strategic SEO techniques, optimizing content and further improving the company's search engine visibility.

**BUSINESS ANALYST | SENIOR GRAPHIC DESIGNER** | DoD - U.S. Army (CDMRP) | Tysons Corner, VA | 2017 – 2019

- Led the comprehensive revamp of the website's visual design and layout, significantly enhancing user engagement and **interaction by 45%** and improving accessibility for key audiences.
- Designed and implemented strategic digital banner campaigns, directly contributing to a **75% increase** in website traffic and boosting visibility for crucial research initiatives.
- Integrated business analysis with graphic design expertise to enhance program communication and effectiveness, directly supporting **CDMRP's critical medical research mission**.
- Conceptualized and designed visually compelling materials to effectively communicate complex medical research findings to diverse stakeholders.
- Developed and delivered highly secure visual assets for **classified projects**, adhering to **stringent security protocols** and maintaining confidentiality.

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## VISUAL COMMUNICATION/SENIOR GRAPHIC DESIGNER | NASA HQ | Washington, DC | 2014 – 2017

- Managed the design and execution of high-profile graphic campaigns for initiatives like **Women of NASA**, directly contributing to a **60% increase** in public engagement and awareness.
- Developed and implemented visual communication strategies that enhanced public understanding of **NASA's complex programs** and ensured unified brand consistency across diverse platforms.
- Led the creation of comprehensive campaign themes, visual identities, and compelling graphics for **high-stakes NASA marketing projects** and crucial HQ presentations.
- Managed visual communication projects from conception to delivery, effectively collaborating with cross-functional clients and operations managers to consistently meet strict deadlines and uphold **rigorous brand standards**.
- Ensured **federal compliance** by meticulously creating digitally accessible documents, expanding reach and usability for all audiences across NASA's digital presence.

## ART DIRECTOR | Carsfera, Arlington, VA | 2010 – 2014

- Directed brand development and content across all digital marketing, advertising campaigns, and social media.
- Cultivated a strategic partnership, **increasing campaign reach by 65%**.
- Conceptualized and designed web banners and artistic signage for high-profile events.
- Enhanced **social media viewer retention by 30%** through innovative storyboard designs and engaging content.
- Developed comprehensive print and digital designs, including advertisements, brochures, and logo.

## GRAPHIC SPECIALIST & PRODUCTION COORDINATOR | American Geophysical Union | Washington, DC | 2004 – 2012

- **Designed and produced high-impact visual materials**, including the **bestselling book cover "Navigating Graduate School and Beyond,"** significantly contributing to its market success and reader engagement.
- Designed strategic visuals and campaigns for prestigious publications (EOS Journal, GeoPress) and events.
- Refined complex scientific infographics and data visualizations, ensuring **technical accuracy**, visual clarity, and suitability for high-quality print and electronic publications (e.g., *AGU Advances*, *Journal of Geophysical Research*).
- Managed and streamlined the entire production workflow for **Geophysical Research Letters (GRL)**, from initial submission to final publication, ensuring timely and accurate delivery while upholding design integrity.
- Directed the intricate peer review process, serving as the primary liaison between editors, authors, and reviewers, which streamlined communication and maintained rigorous editorial and visual standards across all publications.

## PRINCIPAL & CREATIVE DIRECTOR | FINE ARTIST | Vector Horizon Studio | 1990 – Present

- **Commercial Leadership:** Deliver high-level brand strategy and comprehensive visual identity systems for a portfolio of cross-industry clients, translating complex business goals into high-impact digital and print narratives.
- **Fine Art & Illustration:** Manage a **30+ year studio practice**, creating and selling original fine art to a **global clientele**; exhibited in **50+ international galleries** including collaborations with the **World Bank** and various embassies.

## PROJECTS

### CHILDREN'S BOOK SERIES: DIGITAL ILLUSTRATIONS & AUTHORSHIP | 2024 – Present

- Author and digitally illustrate an ongoing multi-book series, leading end-to-end visual development from initial concept sketches to final digital and print production.

## EDUCATION

### A.S. GRAPHIC DESIGN & MARKETING | Maryland College of Art and Design | Silver Spring, MD | 2000

- **GPA: 4.0**, "Who's Who Among Students in American Universities and Colleges" award for Visual Communications Skills

### FINE ARTS COURSEWORK | James Madison University, Harrisonburg, VA | 1997

### FINE ART STUDIES | Clever Lara | Perla Rubiolo | Fine Art Institutes, Montevideo, Uruguay | 1982 – 1990

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