

Lina Iuppa

Senior Designer

New York based multidisciplinary designer with 8 years of experience with Graphic Design and 3D modeling in the music and fashion industries.



Senior Designer

Bravest Studios

March 2024 - Present

Primary In-house graphic and 3d designer for Bravest Studios.

- Handles a wide range of deliverables including graphic design, brand identity, clothing design, 3d modeling, physical prototyping, animation, and more.
- Honed a wide range of industry specific skills including tech packs, advertisements, PDP graphics, and photoshop concepts
- Collaborates between teams to design for collaborative projects for artists like Kid Cudi and Chief Keef
- Streamlined sample and mockup process, cutting manufacturing and sampling time down by over 50% using in-house 3D printing and photoshop expertise
- Worked with freelance designers to provide creative direction, reworking, or mentorship
- expanded range of clothing products to those with more complex manufacturing processes, introducing new original shoe silhouettes, belts and other accessories, and jewelry designs

Freelancer

TOEFU888.COM

January 2018 - Present

- Specializing in Creative direction, illustration, graphic design, merch design, logo design, animation, and 3D Rendering
- Emphasis on client relationships to help build and develop concepts for projects from local to regional scale.
- Fluent with adobe illustrator, photoshop, after effects, substance 3D, blender, procreate, and nomad
- Clients include Quavo, Anycia, Sofaygo, Dess Dior, Kid Cudi, Kani, TRGC, Redbull, Warner, Live Nation, and more.

Graphic Designer

Outback Presents

November 2021- February 2023

Oversaw and executed all graphic design work for signed artists on the Good Partners label, sub-company of tour promoter Outback Presents.

- Project management for up to 10 artists at a time including: Project creative direction and marketing/Tour support/Promotional assets: cover art, tour posters, billboard design, social media assets, merchandise (action figures, rugs, toys, etc)
- Proficiency in Adobe Illustrator, Photoshop, and Procreate.
- Delivered assets on tight deadlines in a fast-paced environment contributing to the success of individual artists.
- Stage and event design including SXSW, Smokers Club Fest, and individual headlining tours.

CONTACT ME!

TOEFU888.COM

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SKILLS

- Adobe Suite
- 3D modeling & texturing
- Illustration
- Tech Pack Production
- 3D Scanning & Printing
- Font/Typography Design
- GENAI Integration
- Motion Graphics
- Photo Retouching

APPLICATIONS

- Ads & Marketing Assets
- Social Media Graphics
- Product Design & Packaging Design
- Pdp & Web-ready Commercial Graphics
- Action Figure / Toy Design
- Web Design
- Cover Art
- Concept Mockups
- Lyric Videos
- One Sheets

EDUCATION

San Diego State University

2018-2020

Double Major / Sociology & Japanese

Bellevue College

2017-2018

Associates degree in Sociology