

Luke Villapaz

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EDUCATION

Fordham University
B.A. Communications and Media Studies

New York, NY
2011

PROFESSIONAL EXPERIENCE

Mindshare, WPP
Strategy and Analytics Design Manager

New York, NY
2017-2020

- Collaborated with in-house business intelligence and analytics teams to conceptualize and design Synapse, an award-winning analytics tool used for media scenario planning and forecasting
- Presented design concepts to business teams, including c-level stakeholders
- Developed visually-engaging infographics and marketing communications collateral to effectively represent the Mindshare brand for existing and new business pitches

Mindshare, WPP
Visual Design, Senior Associate

New York, NY
2017

- Developed user workflows, wireframes, information architecture and prototypes for proprietary analytics tools
- Delivered UI design recommendations in form of documentation and suggested page designs
- Collaborated with product and engineering teams to ensure optimal user experience with internal applications

Mindshare, WPP
Visual Design, Associate

New York, NY
2016

- Consulted with various cross-functional teams to evaluate client needs and deliverables and create dynamic visualizations to aid storytelling
- Conferred with project management team to ensure all product designs meet minimum viable product requirements

International Business Times
Technology Reporter

New York, NY
2013-2016

- Covered Apple, its gadgets, business and future prospects
- Performed deep analysis on quarterly tech financial reports and broader tech landscape (e.g. smartphone sales, encryption)

Freelance
Production, Photography

New York, NY
2011-2012

- Served as production assistant liaison between crew, actors, producers
- Photographed client shoots in various settings (e.g. studio and events)

SKILLS/CERTS

- Proficient in Microsoft Word, PowerPoint, Excel
- Experienced with Adobe suite of products for editing and prototyping (XD, Photoshop, Illustrator, InDesign, Premiere, After Effects)
- Google Analytics Individual Qualification