Lucero Banes

San Francisco, CA
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Professional Summary

Creative Designer with experience in interior design, project coordination, sourcing, branding, and visual communication. Skilled in Adobe Creative Suite, Figma, and social media design, with a strong ability to translate concepts into cohesive, visually compelling solutions. Background in photography and marketing, complemented by hands-on experience coordinating installations, sourcing materials, and developing design assets for residential interiors.

Experience

Design Assistant

Dina Bandman Interiors | June 2026–Present

- Project Management: Coordinating, scheduling, and overseeing furniture and construction installations in clients' homes according to project specifications; documenting installations and maintaining organized project records for team reference.
- Product & Material Sourcing: Sourcing COMs and COTs and preparing custom RFQs and WOs for upholstered items, aligning vendor selections with proposed design concepts and mood boards.
- Marketing: Photographing planned client schemes, completed interiors in clients' homes; providing imagery to the marketing team for promotional use.

Freelance Graphic Designer

Self-Employed | 2025–Present

- Designing brand identity, websites, and marketing materials aligned with client goals and visual identity
- Developing digital and print assets, promotional materials, and layouts
- Collaborating with clients to deliver cohesive visual solutions and maintain brand consistency

Guest Services | Marketing & Design Support

Travel + Leisure Co. | 2025–2026

- Designed promotional and informational content for events and high-traffic conferences
- Designed and maintained hotel signage aligned with brand standards
- Delivered excellent customer service in a fast-paced hospitality environment

Brand Builder
Casa Namita | 2025–2026
- Captured and edited photography for brand events and marketing use
- Conducted market research and gathered customer insights to inform brand strategy
- Supported brand positioning through visual and experiential storytelling

Visitor Experience Associate
Fine Arts Museums of San Francisco | 2022–2025
- Guided visitors through exhibitions by offering accurate, engaging information on artists, artwork, and upcoming events
- Applied knowledge of design principles and art history to enhance visitor engagement
- Supported a visually driven, brand-focused environment

Administrative & Client Services Coordinator
Tax Services and More | 2025
- Managed data entry, scheduling, and document organization in a fast-paced environment
- Maintained accuracy and attention to detail while handling sensitive information
- Supported daily operations and client communication

Director of Social Media
Alpha Phi | 2022
- Created and scheduled social media content for recruitment and events
- Maintained consistent visual branding across platforms
- Supported rebranding efforts through design and photography

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Education
Bachelor of Fine Arts in Graphic Design - California State University, East Bay
Associate of Arts in Studio Arts - Chabot College

Skills
Adobe Creative Suite (Photoshop, Illustrator, InDesign) · Canva · Figma · Google Suite · Interior Design & Styling · Furniture & Material Sourcing · Vendor Coordination · RFQs & Work Orders · Project Coordination · Installation Coordination · Mood Boards & Concept Development · Branding & Logo Design · Social Media Marketing · Content Creation & Strategy · Photography & Photo Editing · Web & Mobile Design · Typography & Layout · Color Theory