

Luella Benkert

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EDUCATION

Bachelor of Science in Advertising

The University of Texas at Austin, Moody College of Communication

Expected May 2026

EXPERIENCE

Arts + Labor

Art Direction Intern

Aug 2025 - Present

- Support art direction and design development for client projects including Texas Film Awards, Armadillo World Headquarters, and TABC
- Design motion graphics and visual assets for social platforms, ensuring consistency with brand identity and campaign goals.
- Assisted on set with art direction and production workflows for live shoots.

Texas Travesty

Editor-in-Chief

Aug 2023 - Present

- Lead weekly staff meetings, assign and edit written, design, and social content while coordinating production timelines + distribution of 3,000 copies a month.
- Implemented initiatives that boosted community engagement, like an alumni network, monthly tabling, and community events.
- Serve as liaison to Texas Student Media and manage the hiring process for new staff.

Texas Creative

Art Director

Aug 2024 - Present

- Collaborates with copywriters to research and design advertising campaigns based on real-world brands.
- Aligns with creative directors to gather and apply feedback, refining campaigns to enhance clarity and achieve strategic objectives.

Julia Fox x Emcee

Layout Designer

Jun 2024 - July 2024

- Collaborated with photographer Mark Hunter to create a limited-edition zine shared at Fashion Week events and recognized by Julia Fox on social media
- Directed production and coordinated with a design partner to deliver a polished final product within a tight 4-day deadline.

Austin Deaf Theatre

Set Design Intern

Jun 2024 - July 2024

- Collaborated with the director and production team to design set elements that complemented the unique storytelling needs of a bilingual (ASL and spoken English) performance environment.
- Sourced affordable, sustainable materials to construct a fully recycled set while adhering to production timelines and budget constraints.

Zine Club at UTSA

Co-founder/Business Director

Aug 2022 - May 2023

- Founded a monthly magazine that has grown to 200+ active members and 400+ in its online network, thriving beyond its founding year.
- Organized and launched the Zine & Thrift Market, a biannual event showcasing local creators and engaging the wider community.

SKILLS

InDesign
Photoshop
Illustrator
PremierePro + After Effects

Adobe Cloud
Scene Composition
Prop Sourcing and Styling
WordPress

Brand Storytelling
Brainstorming and Ideation
Excel
WordPress