

Luna Hayes

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Education

University of North Carolina at Chapel Hill

B.A. Media and Journalism (Journalism Track)

Second major in Communication Studies (Media Technology & Public Culture Pathway), Minor in Japanese

Hussman School of Journalism and Media

May 2026 | GPA: 3.88 | Highest Distinction

Experience

UNC BeAM Makerspace

Digital Media Specialist, Director Support

In-Person | Chapel Hill, NC

Feb. 2024—present

- Managed multiple multimedia projects for makerspace leadership, including a 40+ piece print signage system and vendor-coordinated illuminated displays, establishing timelines and ensuring on-time delivery.
- Produced 7 seasonal templates for digital signage displayed across the 3 makerspace locations, viewed by 4,000+ annual student users, reducing labor costs through reusable templates.
- Produced and edited 1-minute promotional video for BeAM (scripting, filming, Premiere Pro), now used on website homepage.
- Prepared and updated training guides, workshop materials, and equipment procedure documents for BeAM 101 (introductory training), screenprinting workshops, and industrial embroidery machines.
- Supported open hours and reservation hours, leading targeted workshops and trainings for diverse student, staff, and faculty audiences on safety, best practices, and project design.

UNC Department of Communication Studies

Research and Studio Assistant

Hybrid | Chapel Hill, NC

Jan. 2026—Apr. 2026

- Organized portfolio materials and drafted content to promote the computational works of Dr. Kelsey Brod and their students on Instagram.
- Experimented with real-time rendering and custom shaders in the Unity game engine, using live webcam input and HLSL to explore computational imaging and recursive environments.

UNC Office of Waste Reduction & Recycling

Graphic Design and Social Media Intern

Hybrid | Chapel Hill, NC

Mar. 2024—May 2025

- Redesigned flyers, posters, and signage to improve accessibility and readability for campus-wide sustainability communications.
- Grew Instagram engagement through 3+ weekly posts including Reels (Meta Business Suite, end-to-end content creation); increased to daily posting during campaign months.

Digital4Good+ #ICANHELP

Seasonal Graphic Design Intern

Remote | Antioch, CA

Jul. 2024—Jan. 2025

- Designed digital and print graphics, resource materials, and social media assets (LinkedIn, Instagram, Facebook) for a national education nonprofit.

Skills

Design: Adobe Suite (Premiere Pro, After Effects, Photoshop, Illustrator, InDesign), Canva, Blender, Figma.

Specialties: Graphics and print design, infographics, animation, motion graphics, projection design, fabrication design (laser cutter, vinyl cutter, 3D printing, embroidery)

Coding & Web: HTML, CSS, JavaScript, C# (Unity), CMS (WordPress, Squarespace)

Language: English (native), Japanese (proficient)

Honors & Awards

- Jim Lampley Award for Excellence in Multimedia (2025, 2026) – *UNC Department of Communication Studies*
- Dean's List (6 consecutive semesters, Spring 2023–Fall 2025) – *UNC Chapel Hill*
- VDC Student Award (2025) – *Visual Discovery Conference in Augsburg, Germany*
- Lambda Pi Eta – *National Communication Association Honor Society* (Inducted Spring 2025)