

Michael Loya *Studio*

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Education

Syracuse University

May 2026

S.I. Newhouse School of Public Communications

Bachelor of Science: Graphic Design

College of Visual and Performing Arts

Minor: Music Industry

Experience

Graphic Design & Video Intern, The Coca-Cola Company

June — August 2025

Designed POS ads deployed across hundreds of BODYARMOR and Powerade retail locations nationwide • Produced an original video ad for Powerade's fall football campaign • Led AI capstone project generating branded content, presented to C-suite executives

Design Co-Director, University Union

December 2024 — Present

Co-direct design board producing visuals for 20+ events including concerts and festivals • Create graphics for social media reaching 12,000+ Instagram followers • Design large-format signage displayed in the Schine Student Center • Oversee visual direction and brand consistency across all University Union marketing

Head of Design, 20 Watts Magazine

September — December 2024

Design graphics for events and promotional materials • Align design concepts with editorial goals across team meetings • Create onboarding tutorials for new members • Mentor and guide design team through projects

Head of Design, Mixtape Magazine

September 2022 — September 2024

Designed print magazine graphic and 10+ web article graphics • Collaborated with editorial teams on visual concepts • Managed and coordinated design projects from conception to finish

Skills

Design: Photoshop, Illustrator, Premiere Pro, After Effects, InDesign, Figma

AI & Tech: Claude, ChatGPT, Higgfield AI, Freepik Suite, ElevenLabs, FL Studio

Platforms: X, Instagram, Snapchat, YouTube, Microsoft Office