

Luna Hayes

Chapel Hill, North Carolina

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Portfolio: <https://lunahayes.com>

EDUCATION

University of North Carolina at Chapel Hill, Hussman School of Journalism and Media Chapel Hill, NC
B.A. Media and Journalism – Journalism Track, second major in Communication Studies – Media Technology & Public Culture Pathway, minor in Japanese May 2026
Relevant Coursework: Motion Graphics, Media Ethics, Media Design, Information Graphics, Emerging Technologies, Feminist Technoscience, Making Material Histories

RESEARCH EXPERIENCE

Undergraduate Research and Studio Assistant

Dr. Kelsey Brod, UNC Department of Communication Studies Jan. 2025—present

- Experiment with real-time rendering and custom shaders in the Unity game engine, using live webcam input and High-Level Shader Language (HLSL) to explore computational imaging and recursive environments.
- Collaborate on a Unity game project visualizing artificial intelligence data vector spaces, using vector arithmetic and Unity physics to create interactive, real-time representations of machine learning computations.
- Organize portfolio materials and draft content to promote the computational works of Dr. Kelsey Brod and their students on social media.

PROFESSIONAL EXPERIENCE

Digital Media Specialist

BeAM Makerspace, University of North Carolina at Chapel Hill Feb. 2024—present

- Design and update digital & print outreach materials such as the monthly PowerPoint signage and introductory bifold handout. Supported social media efforts with post and story graphics and Reels.
- Manage miscellaneous projects for the BeAM director, including the production of an introductory promotional video and assisting with design and vendor coordination for new signage installation.
- Maintain and troubleshoot advanced equipment like 3D printers, laser and vinyl cutters, and textiles machines to ensure operational efficiency.
- Develop and lead targeted trainings & workshops for users, emphasizing best practices and safety.

Graphic Design and Social Media Intern

Office of Waste Reduction & Recycling, University of North Carolina at Chapel Hill Mar. 2024—May 2025

- Optimized and improved accessibility of informational flyers, posters, and signage for student sustainability awareness on campus.
- Led & executed end-to-end content creation, posting 3x weekly including at least one Reel per week; managed daily posting schedule during campaign months (Instagram, Facebook, Meta Business Suite).

Seasonal Graphic Design Intern

Digital4Good+ #ICANHELP, Antioch, CA (Remote) Jul. 2024—Jan. 2025

- Design and create digital and print graphics, resource materials, and social media outreach content for various platforms (e.g. LinkedIn, Instagram, Facebook).

Graphic Design Intern

Montgomery Digital, Atlanta, GA (Remote)

Feb. 2024—May 2024

- Optimized and produced new graphic styles and layout for sales/marketing use on social media.

ACADEMIC PRESENTATIONS

“Nishiya.” 3D animated media work produced in Blender presented at *COMM Day 2025*. University of North Carolina at Chapel Hill Department of Communication. April 25, 2025, Chapel Hill, NC.

Bauer C., Brinksma E. S., Coridal M., Gochuico Y. R., **Hayes L.**, Matveeva A., Müdespacher Z., Poarch, C. “Augsburg Cathedral.” Collaborative multimedia infographic design project presented at the *2025 Visual Discovery Conference*. Augsburg Technical University of Applied Sciences. October 3, 2025, Augsburg, Germany.

GRANTS AND AWARDS

- Theta Kappa Chapter, Lambda Pi Eta Honor Society
- Recipient of the 2025 Jim Lampley Award for Excellence in Multimedia from the UNC Department of Communications
- Recipient of the 2025 VDC Student Award at the 2025 Visual Discovery Conference in Augsburg, Germany
- Spring 2023 – Fall 2025 University of North Carolina at Chapel Hill Dean’s List

TECHNICAL SKILLS

Design: Adobe Suite Software, Blender, Gravity Sketch VR modeling, TinkerCAD, Figma

Coding: HTML, CSS, JavaScript, C# (Unity Game Engine)

Technology: Melco industrial embroidery machine, laser & vinyl cutters, sewing machines, Ultimaker, Prusa, & Bambu 3D printers, woodshop & metalshop, projection design & mapping

LANGUAGES

English: Fluent

Japanese: Proficient