

Luna Hayes

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Education

University of North Carolina at Chapel Hill

Hussman School of Journalism and Media

B.A. Media and Journalism (Journalism)

May 2026 | GPA: 3.87

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

Minor in Japanese

Experience

UNC Department of Communication Studies

Hybrid | Chapel Hill, NC

Research and Studio Assistant

Jan. 2025—present

- Experiment 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.
- Organize portfolio materials and draft content to promote the computational works of Dr. Kelsey Brod and their students on social media.

UNC BeAM Makerspace

In-Person | Chapel Hill, NC

Digital Media Specialist, Director Support

Feb. 2024—present

- Design and update digital & print outreach materials such as the monthly PowerPoint signage and introductory handouts. Support social media efforts with graphics and Reels.
- Manage miscellaneous projects for the director such as the production of a promotional video for BeAM and coordinating design and vendor quotes on the installation of new signage.
- Maintain and troubleshoot advanced equipment like 3D printers, laser and vinyl cutters, and textile machines to ensure operational efficiency.
- Develop and lead targeted trainings & workshops for users, emphasizing best practices and safety.

UNC Office of Waste Reduction & Recycling

Hybrid | Chapel Hill, NC

Graphic Design and Social Media Intern

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).

Digital4Good+ #ICANHELP

Remote | Antioch, CA

Seasonal Graphic Design Intern

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).

Skills

Design & Coding: Adobe Suite Softwares; 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

Language: English, Japanese

Honors & Awards

- Dean's List – Spring 2023, Fall 2023, Spring 2024, Fall 2024, Spring 2025, Fall 2025
- Theta Kappa Chapter, Lambda Pi Eta Honor Society
- 2025 Jim Lampley Award for Excellence in Multimedia, *UNC Department of Communication*
- 2025 VDC Student Award, *2025 Visual Discovery Conference in Augsburg, Germany*