

ALANA LUNDGAARD

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Digital brand designer and AI-native creative with a background in journalism and storytelling. Founder of AVUSEN LLC, a boutique branding and web design agency serving small businesses. Experienced in translating complex ideas into compelling digital experiences, combining design intuition, content strategy, and emerging AI tooling to build brands that work.

EXPERIENCE

AVUSEN LLC | Founder & Owner Aug 2025 - Present

- Founded a boutique digital branding agency offering UI/UX design, web development, and social media strategy
- Build and launch client websites through prompt engineering and AI-directed development using Claude Code
- Design brand assets and produce creative media by prompting AI image, audio, and video generation tools
- Advise clients on AI adoption and build automated workflows across design, content, and strategy

The State News | Business Reporter Aug 2025 - Present

- Write articles covering local businesses and startups in the East Lansing area

The State News | GA Sports Reporter Jan 2025 - May 2025

- Published 26 articles covering MSU athletics

Cleveland Cavaliers | Corporate Communications Seasonal Assistant Jun 2025 - Aug 2025

- Used Perplexity AI to automate media monitoring and streamline media list management and contact research
- Pitched local media, wrote press releases and media advisories
- Utilized Critical Mention and MuckRack for media tracking

The State News | Football Reporter Aug 2024 - Dec 2024

- Wrote and published 36 articles in Fall 2024, leading all reporters at The State News

Total Health Systems | Website Content Ghostwriter & Social Media Dec 2023 - Present

- Write and edit provider articles; manage social media content strategy across Metro Detroit locations

Total Health Systems | Healthcare Assistant & Call Center Associate Aug 2021 - Aug 2023

- Checked in and scheduled patients; communicated with health insurance and third-party payors
- Took vitals and x-rays

Medawar Jewelers | Full-time Sales Associate Jun 2024 - Aug 2024

SKILLS & TOOLS

Design: Figma, Adobe Illustrator, Adobe InDesign, Midjourney

Development: Claude Code, prompt engineering, AI-directed web development

AI & Automation: AI workflow design, image/audio/video generation tools, Perplexity AI

Communications: Content strategy, press releases, media relations, MuckRack, Critical Mention

EDUCATION

Michigan State University Expected May 2026

B.A. Sports Journalism | Minor: Entrepreneurship and Innovation

INVOLVEMENT & AWARDS

Girls Gains MSU | Financial Coordinator Mar 2023 - May 2025

- Aided in the creation of an all-girls lifting club at MSU; managed club funds

State News Board of Directors Scholarship

Awarded to students who demonstrate strong commitment to The State News