



# IVAN LORENZ



San Isidro, 1609, BS.AS



+54 9 11 6665-2326



ivanllorenz@gmail.com



<https://ivanlorenz.com>



<https://www.linkedin.com/in/ivan-lorenz/>

## SUMMARY

Creative Art Director and UI Designer with over 15 years of experience in branding, digital design, and interactive products, across agencies, corporate environments, and independent work. Experienced working with brands such as Marvel, Disney, Coca-Cola, McDonald's, Volkswagen, United Airlines, YPF, and PedidosYa, leading end-to-end projects and multidisciplinary teams in both local and international contexts. Currently developing Pixels, a project that integrates design and artificial intelligence to optimize creative processes and digital experiences.

## WORK EXPERIENCE

### Founder

#### PIXELS

San Isidro, Buenos Aires, Argentina.

07/2023 - PRESENT

- Founded Pixels, a project where design and artificial intelligence converge to optimize creative workflows and enhance digital experiences.
- Researches, tests, and implements AI-driven tools and automation applied to branding, UI design, and digital production.
- Develops conceptual frameworks, visual systems, and prototypes integrating design, technology, and strategy.
- Focuses on improving efficiency, scalability, and creative quality across digital processes.

### Specialist Designer | Marketing & Digital Design

#### PEDIDOS YA

Belgrano, Ciudad Autónoma de Buenos Aires, Argentina.

01/2022 – 06/2022

- Worked within the Marketing team at PedidosYa, contributing to the design and execution of multichannel visual campaigns in a fast-paced environment.
- Designed and adapted graphic assets for social media, app, email marketing, internal platforms, and mass campaigns, including outdoor advertising.
- Coordinated with internal teams and supervised freelance designers, ensuring visual consistency, quality, and brand standards.
- Developed creative proposals for special campaigns and brand activations, including the Qatar World Cup 2022.
- Optimized email design systems, with a strong focus on mobile experience and visual standardization.

### Visual Designer (United Airlines / Volkswagen USA)

#### WUNDERMAN THOMPSON

Belgrano, Ciudad Autónoma de Buenos Aires, Argentina.

05/2019 – 02/2022

- Joined the global United Airlines team, designing graphic and digital assets for international markets including United States, Italy, China, and Puerto Rico, in a multicultural, high creative-standard environment.
- Designed email marketing, airport signage, and mass communication assets, including promotional bus wraps.
- Developed and presented creative proposals for global campaigns, such as the "Little New York" initiative in Palermo, Italy.
- Selected, based on performance, to collaborate with Wunderman Thompson New York, working on digital and CRM campaigns for Volkswagen USA.
- Led the design and presentation of email marketing campaigns aligned with global guidelines, working closely with copywriters, PMs, and international creative teams.
- Actively participated in weekly meetings in English with global clients and stakeholders.

**Creative / Art Director · UI Designer****CIERVO CREATIVO**

San Isidro, Buenos Aires, Argentina.

05/2016 – 03/2019

- Founded and directed Ciervo Creativo, a design boutique delivering solutions in branding, digital design, e-commerce, and visual communication across diverse industries.
- Led creative and art direction for branding, digital, and UI-focused projects, managing initiatives end-to-end under agency-level methodologies.
- Designed and developed complete visual identities and communication systems for emerging brands.
- Defined digital strategies for social media and e-commerce platforms.
- Led key projects such as Del Santo and Live Nature, Argentina's first vegan protein brand, including branding, packaging, and e-commerce development, strengthening brand positioning and enabling strategic partnerships.

**Art Director / UI Designer (McDonald's LATAM)****CREATA**

San Isidro, Buenos Aires, Argentina.

05/2014 – 06/2016

- Led the complete redesign of McDonald's digital platform for Latin America.
- Directed creative and strategic execution of digital projects end-to-end.
- Designed and developed visual identities, UX/UI interfaces, and digital products aligned with business objectives and user experience.
- Managed client relationships, timelines, scope, and coordination with external collaborators.
- Improved efficiency, scalability, and overall digital experience, strengthening the brand's regional digital presence.

**Senior Designer / UI Designer · Marvel LATAM****AVATAR**

Palermo, Ciudad Autónoma de Buenos Aires, Argentina.

07/2011 – 03/2014

- Developed Marvel's regional digital platform for Latin America, enhancing fan engagement across markets.
- Led creative and strategic execution of digital projects from concept to final delivery.
- Designed and developed visual identities, UX/UI interfaces, and digital products aligned with business goals and fan experience.
- Unified Marvel's digital ecosystem across LATAM, ensuring consistency, scalability, and elevated visual standards.

**Senior Designer****BRIDGER CONWAY**

Florida Oeste, Buenos Aires, Argentina.

02/2011 – 07/2011

- Contributed as a Senior Designer on large-scale digital projects for corporate clients, collaborating with creative and technical teams.
- Led the design and coordination of YPF's website, including the YPF Guide with interactive maps and tourism/service content.
- Collaborated with development teams and external vendors to ensure visual consistency and accurate implementation.
- Designed interfaces for interactive applications and digital projects for brands including Budweiser.

**Junior Designer****GREY ARGENTINA**

Villa Crespo, Ciudad Autónoma de Buenos Aires, Argentina.

01/2010 – 12/2010

- Joined the digital team at Grey Argentina, contributing to innovative digital projects and campaigns for international and local clients.
- Designed digital assets, Facebook applications, websites, and email marketing campaigns for brands such as RCI, Downy, Playboy, and Pringles.
- Contributed to 360° campaigns, developing digital pieces and interactive experiences aligned with product launches.
- Collaborated with creative teams and copywriters on brainstorming and conceptual development, including global pitches such as the PlayStation 4 launch.
- Conceptualized and designed a digital application for Fundación Gedizos, focused on gender violence awareness, recognized internally as a successful case.

## EDUCATION

### Advertising Graphic Designer

Nueva Escuela de Diseño y Comunicación, Ciudad Autónoma de Buenos Aires, Argentina.

03/2005 – 12/2007

## SKILLS

### Creative & Strategic

- Creative Direction
- Art Direction
- Visual Storytelling
- Brand Strategy
- Concept Development
- Design Systems
- Digital Strategy

### UI / UX & Digital

- UI Design
- UX Thinking
- User-Centered Design
- Information Architecture
- Interaction Design
- Responsive Design
- Mobile-First Design
- Accessibility

### Branding & Visual Identity

- Brand Identity Design
- Visual Identity Systems
- Packaging Design
- Guidelines & Brand Books

### Technology, AI & Automation

- AI-assisted Design Workflows
- Creative Automation
- Prompt Design for Creative Processes
- Rapid Prototyping
- Design-Tech Integration

### Leadership & Collaboration

- Project Leadership
- Team Coordination
- Cross-functional Collaboration
- Client & Stakeholder Management
- Remote & International Teamwork
- Presentation & Storytelling (EN / ES)

### Tools

- Figma
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)
- Keynote / Google Slides (Presentations)

## LANGUAGES

### Spanish

Nativo

### English

Intermedio

## CERTIFICATES

### Google UX Design Professional Certificate

Google

### Branding & Identity

Saffron Management

### Retouching

Peter Porta

### Social Media

Nacho Ballesta

### Web Design

Image Campus