

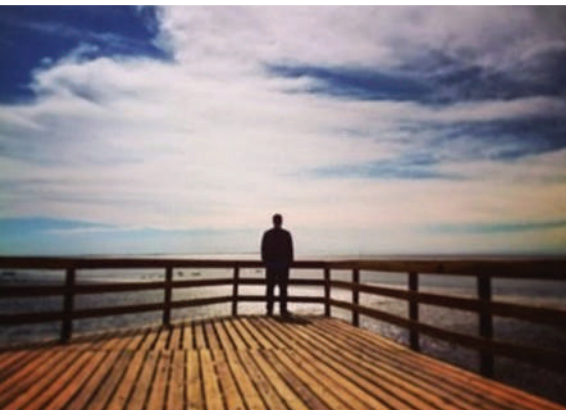


IVAN LORENZ™

Art Director & UX/UI Designer  
Currently working at WUNDERMAN THOMPSON

Buenos Aires

ivanlorenz.com | behance.net/ivanlorenz | delosanto.com.ar



## ABOUT ME

My name is Ivan Lorenz and I am an Art Director and UX/UI Designer. In the course of my career I worked for studios and agencies where I get experience in ATL, BTL and Digital. I always look for the best results to improve visual communication focused on the user.

Working for brands such as: Playboy, Pringles, Downy, RCI, Disney, Marvel, ESPN, Budweiser, YPF, BASF, Havanna, Freddo, Eukanuba, McDonald's, Cartoon Network, Kellogg's, Sprite, Coca Cola, VW, Tekate, Disney Junior, United Airlines & counting.

## EDUCATION

**NUEVA ESCUELA DE DISEÑO Y COMUNICACIÓN**  
Advertising Graphic Designer

**IMAGE CAMPUS**  
Web Design

## COURSES

**Google UX Design Professional Certificate**  
by Google

**BRANDING & IDENTITY**  
by Saffron

**MANAGEMENT**  
by Martina Flor

**RETOUCHING**  
by Peter Porta

**SOCIAL MEDIA**  
by Nacho Ballesta Martinez-Páis

## LANGUAGES

**SPANISH** (NATIVE)  
**ENGLISH** (INTERMEDIATE)

## EXPERIENCE

**VISUAL DESIGNER**  
WundermanThompson (2019 - Present)

**ART DIRECTOR - UX-UI DESIGNER**  
Ciervo Creativo - Freelance (2016 - 2019)

**ART DIRECTOR - UX-UI DESIGNER**  
Creativa (2014 - 2016)

**SR. DESIGNER - UI DESIGNER**  
Avatar (2011 - 2014)

**SR. DESIGNER**  
Bridger Conway (2011)

**JR. DESIGNER**  
Grey (2010)

## SKILLSET

**PERSONAL SKILLS**  
Communication, TeamWorker, Creativity, Organization, Responsibility

**SOFTWARE**  
Sketch, XD, AI, PS, InDesign

**METHOD & LANGUAGES**  
Wireframing & Prototyping | Mobile & Desktop Design | HTML, CSS & Basic Java