

Brands, Products & Experiences Lead Designer.



LORENA VIGIL-ESCALERA GUIRADO

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Check out some of my older work like creative art director here:

www.lov-e.es

Qualifications

- > I'm an empathic, curious and critical thinking person.
- > Craft and Inspiration, constantly learning. A high degree of comfort with **agile methodologies and iterative design practices** to ship optimal versions of products over time.
- > Excellent and deep knowledge of **fundamental design principles** and **usability heuristics**. I **always communicate** the reasoning behind **design decisions** with stakeholders.
- > Creative ideas with a **problem-solving mindset** and pragmatic approach to balancing **user-centered design thinking** with achieving business goals.
- > **16+ years of experience** designing user interfaces on any device and **4+ years managing people** (junior visual designers and creatives).

Skills

Design thinking • Lean UX, Agile & Design Sprints methodologies • Strategy & vision presentations (Keynote) • IA & User flows • Sketching, Wireframing & Prototyping • Style guides & Design systems • Collaboration design • Art Direction • Illustration

Working with



Education

- > Postgraduate in **Interaction Design** (Universitat Oberta de Catalunya)
- > **UX Design specialization** (Neoland School, Madrid)
- > Postgraduate in **Advertising Creativity** (Chamber of Commerce of Madrid)
- > Bachelor's Degree, **Journalism** (University of Salamanca) **1995-2000**.

Client list



Experience

JUN 2017
MADRID

FULLSIX
(Havas Group)
Lead of UX/UI

My goal is to translate ideas, concepts and customer objectives into intuitive, simple, usable and effective solutions for digital multi-device products.

Implement new work methodologies more agile and UX thinking in the development of products or services, encouraging teamwork.

2015-2017
MADRID

D6
Advertising Agency
Creative Supervisor

2015-2016
MADRID

NEOLABELS
Digital Consultancy
Head of Digital Product Design

2012-2015
MADRID

D6
Advertising Agency
Sr. Creative Art Director

freelance projects advertising agencies

WANTHAM VODAFONE (Madrid)
WYSIWYG (Madrid)
MULTIBIRD BRANDING (Toronto)
CREATIVE HOTHOUSE (BCN)
EVIL LOVE (BCN)
ARNOLD 4D (Madrid)

editorial illustration newspapers & magazine

EL MUNDO
EL BARCELONÉS
YO DONNA

2009-2011
MADRID

MULTIBIRD (CANADA)
Branding Consultancy
Senior Brand Designer

2005-2009
ASTURIAS

BITTIA
Advertising & Marketing Agency
Creative Art Director

2000-2005
MADRID

ATOS ORIGIN
IT Consultancy
Consultant