

# Brand, Product & Experience Designer.

## LORENA VIGIL-ESCALERA GUIRADO

lorena.vigilesalera@gmail.com. | T: 676 584 825

📍 Madrid | Spain

[www.lorevigilesalera.com](http://www.lorevigilesalera.com)

## Profile

> I have a deep sense of empathy, which fuels my passion to create honest, inclusive and meaningful experiences for people.

> **Craft and Inspiration, constantly learning.** I'm passionate about lean methodology, sprints, and user validation.

> Deep knowledge of **fundamental design principles** and **usability heuristics**. **I always communicate** the reasoning behind **design decisions**.

> Creative ideas with a **problem-solving mindset** and pragmatic approach to balancing **user-centered design thinking** with achieving business goals.

> Self starter.

## Education

> Specialization 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**.

## Skills

Visual & Interaction Design • Art Director & Illustrator background • Strategy & vision presentations (Keynote) • Sketching, Wireframing & rapid prototyping • IA & User flows • Design systems • UX Writing • Usability test & analysis • Lean UX & Design Sprints methodologies.

### Working with



## Interests

**Travel...** and when I discover a new city, I love walking through the supermarkets admiring the different products and their packaging as if I were in a museum.

### Micheladas & other stuff like...

Typography & hand lettering, photography, cinema, horror stories, empty pools, decadent places & mid-century modern design.

## Collaborating

**Cruz Roja Española** y **ASION** (Asociación Oncológica Infantil de Madrid).

## Experience

### HEAD OF VISUAL & UX DESIGNER

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> Translate ideas, concepts & customer objectives into intuitive, simple, usable and effective **solutions for digital multi-device products**.

> Defend design decisions and engage with different areas and teams to ensure that solutions are defined and delivered with the **highest quality and best performance**.

> Mentor and guide visual designers team.

Clients: AXA • Adidas • Correos • FOX • Imaginarium • Sky TV • Visa

### CREATIVE SUPERVISOR / ART DIRECTOR

Dseis | Nov 2012 – Jun 2017

> Supervision of the design, art direction & creative services in the agency, both offline and online, including the management of all resources in the creative team.

> Create mood boards for **creative concepts**, stories, and campaigns.

> Ensure that work is delivered on time, and regularly report the status of projects to the Executive Creative Director.

> Mentor, guide, and manage junior creatives.

Clients: Canal+ • Decathlon • Balay • Banco Santander • easyJet • Liberty Seguros • Mondelez • Movistar+ • Sanitas • Samsung...

### VISUAL DESIGN LEAD

Neolabels | Nov 2015 - March 2016

> Design flows, prototypes, sketches, and high-fidelity visuals for features and concepts and help to lead presentations for new or existing projects working closely with strategy team.

> Mentor, guide and manage junior visual designers.

Clients: Banco Santander • Telefónica • Universidad Camilo José Cela...

### BRAND IDENTITY SPECIALIST

Multibird Branding | 2010 – 2013

Branding identity design for organic, green and fair trade products in North America. Branding applied to identity, packaging and websites.

### CREATIVE ART DIRECTOR & ILLUSTRATOR

Freelance | 07.2004 – 11.2012

I founded my own "boutique" design studio. During these years I learned to **think like an entrepreneur** and value projects for fun, visibility, and money.

I worked as a Freelance Editorial Illustrator for Art Director for different agencies (**Arnold, Publicis, Leo Burnett...**) & clients (Vodafone, Heineken, Seur...).

I published illustrations during 8 years for one of the most important newspapers in Spain, **El Mundo**.

### BRAND MANAGER

Atos Origin | Sept 2000 – Nov 2004

My responsibility within the **marketing and communication team** was that all the points of contact and interactions with the brand in Spain (events, printed matter, advertising material, web ...) were coherent and aligned with the global brand strategy.