

UX DESIGNER

# Hola, I'm Ivett Lorenzano

I'm passionate about creating beautiful digital experiences grounded on user-centered design strategy that meet both business and user's goals.

## Experience

2022

UX Visual Designer, AVP

U.S. Bank

2020 -

Responsible for building strong relationships cross-functionally to create amazing experiences built on solid insights for the white label credit card partnerships at U.S.Bank.

2020

Sr. Art Director

MarketingLab, Minneapolis

2017 -

Responsible for defining and delivering consumer-facing digital and in-store brand experiences for leading CPGs, Food and Health industry clients across all marketing touch points.

2017

Sr. Interactive Designer

McCann Advertising Agency, Minneapolis

2014 -

Lead creative in all aspects of user-centered design including: strategy, user research, ideation, UX/UI, prototyping, testing for the development of responsive websites including the relaunch of QueRicaVida.com and strategic content for Pillsbury.com.

CONTACT

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Minneapolis, MN

EDUCATION

UX Bootcamp  
Interaction Design Foundation

BS in Applied Design  
University of Minnesota

SKILLS

User Research  
Ideation  
UI Design  
Prototyping  
Testing

TOOLS

Figma  
Sketch  
Adobe XD  
Adobe Creative Suite

LANGUAGES

Spanish  
Native proficiency