



LEONARDO LOHMANN

PRODUCT DESIGNER / UX / UI / INTERACTION
FRONT END DEVELOPER / ART DIRECTOR
VISUAL COMMUNICATION CONSULTANT
SPECIALIST, MBA

NITERÓI - RJ - BRAZIL

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BIOGRAPHY

Born and raised in a middle class family in Brazil, my mother was a high school teacher and my father a doctor, both serving the public sector. I have two lovely younger sisters. Art, culture and technology were part of my everyday education and I grew amidst the first PCs, lots of books, games and comics. I am married and I have two charming daughters. As a experienced designer I've worked with UX, UI, IA, IxD on products in web, mobile, print and creative fields, also in a wide variety of visual identity and marketing projects. Particularly interested in usability, mobile applications, user experience, interactive media, anthropology, photography, video and in the power of brands. **+15 years working as a creative professional on digital projects.**



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WORK EXPERIENCE

- SENIOR PRODUCT DESIGNER**
 INTELIE | RIO DE JANEIRO, BRAZIL | NOV 17 - CURRENT
 Part of the UX Chapter responsible for improving the user experience of INTELIE LIVE and other internal products. Research, ideation, wireframes, user interface, prototypes, user testing, etc.
- SENIOR UX DESIGNER**
 PETROBRAS | RIO DE JANEIRO, BRAZIL | FEB 15 - NOV 17
 Part of the UX Team responsible for designing and providing custom experience to the internal applications from its research areas, whereas CENPES is responsible for development and basic engineering of the company aiming to provide technological solutions and visual innovation in projects as SCAD, PROLAB, PETROCORR, ENDFLEX, BR LUMINA and BRVIP.
- UX DESIGNER**
 GLOBOSAT | RIO DE JANEIRO, BRAZIL | OCT 13 - NOV 14
 Part of a multi-disciplinary team executing interaction design and visual design, collaborating on user experience projects, creating web and mobile experiences, consulting with clients, performing other duties for SporTV, GNT, Telecine Play, Viva, Globo and other digital products.
- FRONT END DEVELOPER**
 GLOBOSAT | RIO DE JANEIRO, BRAZIL | OCT 10 - OCT 13
 Part of a dev team responsible for client-side programming and front-end projects, code development, interaction improvement and maintenance (problem solving) for several internal channels website and apps such as Multishow, TopTVZ, SexyTime, Combate, Philos and Canal Off.
- SENIOR WEB DESIGNER**
 TERRA NETWORKS | SÃO PAULO, BRAZIL | JUL 10 - SEP 10
 Part of the UX Team working on an internal project responsible for evaluating the user experience and interface issues on e-mail services and other corporate digital products.
- SENIOR UI DESIGNER / FRONT END DEVELOPER**
 TIPLAN | RIO DE JANEIRO, BRAZIL | NOV 09 - JUN 10
 - Capturing requirements on the user interface, including usability requirements;
 - Building user-interface prototypes and creating layout for web applications;
 - Coding, developing HTML/CSS pages and optimizing front-end code.
- DESIGNER / MARKETING DIRECTOR / PARTNER**
 CAFÉ ART | RIO DE JANEIRO, BRAZIL | MAR 09 - OCT 09
 Assisting clients in identifying their challenges and opportunities;
 - Researching engagement for existing and new clients;
 - Creating brand positioning, messaging and expression attributes;
 - Writing briefs that drive execution of new proposals and deals.
 - Driving business development at the studio level by defining project approaches;
- ART DIRECTOR / SENIOR CONSULTANT**
 VALUE TEAM | RIO DE JANEIRO, BRAZIL | FEB 08 - FEB 09
 I worked with corporate identity, art direction for digital products, Interface & Usability Consultancy. Site development, Intranet Analysis and mobile applications for clients as TIM, BRADESCO SEGUROS & LEADER MAGAZINE.
- DESIGNER / CREATIVE DIRECTOR / PARTNER**
 VX COMUNICAÇÃO | NITERÓI, BRAZIL | SEP 04 - JAN 08
 As a creative professional and partner at VX Comunicação (former VX STUDIO), I have collaborated with other designers, developers and flash-animators to create unique print, digital and interactive projects (also logo, visual identity systems, art direction, corporate websites, interfaces for multimedia apps, branding projects, packages, illustrations and on-line advertisement) for brands such as MICHELIN, PETROBRAS, LOSANGO, SCANIA, SOFITEL, SENAC, A MINEIRA Restaurant, as well several independent professionals, small and medium business.

EDUCATION

- MBA, MARKETING / Lato Sensu**
 FLUMINENSE FEDERAL UNIVERSITY (UFF) | 2006-2007
 Subjects on Digital Marketing, Anthropology, Business Planning, Big Data, Social and Consumer Behaviour, Merchandising, Branding, Chain Product Analysis
- SPECIALIZATION IN COMMUNICATION & IMAGE**
 CATHOLIC PONTIFIC UNIVERSITY OF RIO DE JANEIRO | 2003-2004
 PUC-RIO - Activities and Societies: Research and Debate Team Dissertation titled "Myth and Brand - The Image Power", 2004. Received highest grade.
- BACHELOR'S DEGREE, DESIGN**
 FEDERAL UNIVERSITY OF RIO DE JANEIRO | 1995-2001
 Product Design, Project Management, Research Methodologies, Photography, Drawing, Illustration, Semiotics, Art History and Design Theories.
- GRADUATE**
 INSTITUTO ABEL HIGH SCHOOL
 Secondary School / Basic Education Field Of Study Humanities, Natural Sciences, Math, Chemistry and Languages.

LANGUAGE SKILLS

Born in Niterói, RJ, Brazil. Learned english and spanish in private courses and travelling around. I learned french while living abroad in Geneva, Switzerland. I've been to several cities in different countries around Americas and Europe.



FOREIGN EXPERIENCE





WORK EXPERIENCE (CONT.)

- **GRAPHIC / WEB DESIGNER**
IVOXCORP / IDEAIS NET | RIO DE JANEIRO, BRAZIL | SEP 01 - MAR 04
Corporate Identity, art direction for Print, Web and Branding.
Illustration and media on-line advertisement.
- **WEB DESIGNER / INTERNSHIP**
ABILITY | RIO DE JANEIRO, BRAZIL | APR 99 - JUN 00
Site conception and layout, banners, illustrations, web cards. Participation in many internet projects as Automóvel On-line, Shoptime, Coliseu, Lokau, OAB-Rio, O Elefante.

INTERNATIONAL EXPERIENCE

- **GRAPHIC DESIGNER / CONSULTANT / REMOTE**
BLUE NETWORKS | DUBAI, UAE | NOV 10 - DEC 14
I was responsible for redesigning the new logo, refreshing the brand and creating a complete corporate visual identity system for the company (stationery, cards, flyers, folders, etc.). I also designed and developed a responsive and adaptive website along with the whole communication tone for its several services and products.
- **WEB DESIGNER / CONSULTANT / INTERNSHIP**
WHO / UNITED NATIONS | GENEVA, SWITZERLAND | NOV 00 - DEC 00
I have worked as a consultant for the TDR Department (WORLD HEALTH ORGANIZATION / UN) on a project that involved the area site redesign, interface layout and photo editing for the internal image bank.

KNOWLEDGE & TALENTS

- COMMUNICATION / MAC OS & WINDOWS
- ANIMATION / PRESENTATIONS / STORY BOARD / SKETCHING / MOOD BOARDS
- WIREFRAMING / PROTOTYPING / DRAWING / ILLUSTRATION / PHOTOGRAPHY
- IOS & ANDROID DESIGN GUIDELINES / HCI / USABILITY / WEB STANDARDS
- IMAGE OPTIMIZATION / CMS TOOLS / XCODE / 4-COLOR PRINT PROCESS
- SEO / DIGITAL MARKETING / GOOGLE ANALYTICS / SITE MAPS
- E-MAIL MARKETING TOOLS / BOOTSTRAP
- GITHUB (VERSION CONTROL TOOLS)
- SCRUM / AGILE / DESIGN THINKING / PROJECT MANAGEMENT SKILLS



EXTRA EDUCATION / EVENTS / WORKSHOPS

- Interaction Latin America | Medellín - 2019**
- Workshop: Design Operations / Chris Arvore
- Interaction Latin America | Rio de Janeiro - 2018**
- Workshop: Design Operations / Dave Malouf
- Interaction South America | Mendoza - 2015**
- Workshop - Habits of Highly Innovative People / Stephen Anderson
- Workshop: Creating Tomorrow's Cities, Together / Futurice
- Workshop: Mastering Paper and Digital Prototyping / Indigo Studio
- Workshop: Empathy and UX Practices / Globant
- Interaction South America | Belo Horizonte - 2011**
- Design Methods - Towards Design Thinking Workshop / Isabel Fróes
Independent Workshop
- Digital Designer App / Marlus Araujo | 2016
- Journey Map Workshop / Leiticia Pires & Fabiola Gali | 2014
- Globosat**
- Ontological Engineering / Giancarlo Guizzardi (2013)
- Scrum, Kanban, Agile Methods / Juan Bernabó (2012)
- Time Management (2011)
- TMDG Conference Mar Del Plata | 2007**
- Graphic Design, Printing Techniques
- UFF / UFRJ / PUC-Rio / SENAC**
- Project Management PMI (2008), Brands & Copyright (2002)
- Business & Design (PUC-Rio)

COMPUTER, GRAPHIC SKILLS & CODING KNOWLEDGE



Figma	██████████	Premiere	██████████	HTML5
Sketch	██████████	After Effects	██████████	CSS3
XD	██████████	Lightroom	██████████	JQuery
Photoshop	██████████	Zeplin	██████████	WordPress
Illustrator	██████████	Keynote	██████████	Sublime

VOLUNTEER EXPERIENCE

- **DESIGNER / COMMUNICATION CONSULTANT**
TETO BRASIL | RIO DE JANEIRO, BRAZIL | MAR 17 - AUG 19
Communication team volunteer working once a week, helping other areas with visual material and creating solutions to improve visibility and relevance among community and society.



REFERENCES

Available upon request.

ACTIVITIES & EXPERIENCES

- Speaker at design seminar at WAW 2015 and INFNET DESIGN WEEK 2010.
- Teacher / Professor at several "Webdesign Professional Formation" technical extension classes during 2008-2010 at SENAC-Rio (Centro, Copacabana, Botafogo branches).
- Worked for 10 years (1999-2009) on a part time job as Public Relations and Exclusive Tourist Guide for H.STERN Jewelry, providing information, cultural, historical and contemporary assistance to cruise ships VIP costumers.
- Editorial Consultant, Photographer & Writer at Uniq Magazine 2013-2015.
- Greenpeace & Doctors Without Borders supporter.
- Activist on ecological and environmental issues.
- Interest in graphic novels, board / digital games, role-playing and movies.