

LEONARDO LOHMANN

DESIGNER, ART DIRECTOR, BRAZILIAN CREATIVE

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Charitas – Niterói – RJ – Brazil

CEP. 24.370-025

PROFESSIONAL PROFILE

+ 10 years of Digital, Web and Graphic Design Experience

Broad experience in the following Design subsystems:

- . User Interface / User Experience (Web & Mobile)
- . Information Architecture
- . Front-End Design & Development
- . Web Design & Coding (HTML, CSS, JQUERY)
- . Brand / Logo Creation & Visual / Corporate Identity
- . Design Thinking

PROFESSIONAL BACKGROUND

GLOBOSAT

Rio, Brazil

OCT 13 – CURRENT

UX / UI DESIGNER

Part of a multi-disciplinary team executing interaction design and visual design, collaborating on user experience planning with a information architect, creating web and mobile experiences, consulting with clients, performing other duties as assigned.

GLOBOSAT

Rio, Brazil

OCT 10 – OCT 13

FRONT END DEVELOPER

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 such as Multishow, TopTVZ, SexyTime and Canal Off. I also developed for mobile focusing on iOS apps (XCode).

TERRA NETWORKS

São Paulo, Brazil

JUL 10 – SEP 10

SENIOR WEB DESIGNER

I took part in a internal project responsible for evaluating the user experience (UX) issues on e-mail services and products.

TIPLAN

Rio, Brazil

NOV 09 – JUN 10

FRONT-END DESIGNER / SENIOR INTERFACE DESIGNER

- Capturing requirements on the user interface, including usability requirements;
- Building user-interface prototypes and creating layout for web applications;
- Coding, developing HTML pages and optimizing front-end code.

CAFÉ ART

Rio, Brazil

MAR 09 – OCT 09

DESIGNER / MARKETING DIRECTOR / PARTNER

- Assisting clients in identifying their challenges and opportunities;
- Researching engagement for existing and new clients;
- Branding Planning and Strategy
- 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;
- Advising clients and maintain those relationships beyond immediate projects;
- Contributing to the studio culture and development as a core member.

VALUE TEAM

Rio, Brazil
FEB 08 – FEB 09

ART DIRECTOR / SENIOR CONSULTANT

I worked with corporate Identity, art direction for WEB, Interface & Usability Consultancy. Site and Intranet Analysis and mobile applications.

VX COMUNICAÇÃO

Niterói-RJ, Brazil
SEP 04 – JAN 08

CREATIVE DIRECTOR / PARTNER

As a creative and partner at VX Comunicação (former VX STUDIO), I have collaborated with other designers, developers and flash-animators to create unique print and digital projects for brands such as Michelin, SENAC Rio, Restaurante À Mineira and Losango as well several independent professionals and small business.

IVOXCORP

Rio, Brazil
SEP 01 – MAR 04

GRAPHIC / WEB DESIGNER

Corporate Identity, art direction for Print, Web and Branding. Illustration and media on-line advertisement.

AUTORIA C

Rio, Brazil
JUN 01 – AUG 01

GRAPHIC DESIGNER / TRAINEE

Site layout, branding, printing and illustration.

WHO/TDR Dept.

Geneva, Switzerland
NOV 00 – DEC 00

WEB DESIGNER / CONSULTANT / INTERNSHIP

TDR site redesign, interface layout and photo editing for image bank.

ABILITY

Rio, Brazil
APR 99 – JUN 00

WEB DESIGNER / INTERNSHIP

Site conception and layout, banners, illustrations, web cards. Participation in many internet projects as Automóvel On-line, Shoptime, Coliseu, Lokau, OAB-Rio, O Elefante.

EDUCATION

POSTGRAD DEGREES

MBA, MARKETING / Lato Sensu
FLUMINENSE FEDERAL UNIVERSITY (UFF) – 2006

SPECIALIZATION IN COMMUNICATION & IMAGE / Lato Sensu
CATHOLIC PONTIFIC UNIVERSITY OF RIO DE JANEIRO (PUC-RIO) – 2004

DEGREE

BACHELOR IN DESIGN / Graduation - Industrial Design
FEDERAL UNIVERSITY OF RIO DE JANEIRO (UFRJ) - 2001

FREELANCE EXPERIENCE

As GRAPHIC DESIGNER & ILLUSTRATOR for **MICHELIN, LOSANGO, SCANIA, TERRA Mobile, Electronic Devices, BioHorizons, IBRASO, MIRA, UFRJ & UFPE Nutrition Dept.** and **NETCARD** – on Corporate Identity, Web, WAP Icons, Animated Cards and Print & Advertisement.

COMPUTER SKILLS

GENERAL KNOWLEDGE

CYBER COMMUNICATIONS
MICROSOFT OFFICE
SKETCHING / WIREFRAMES
PHOTOGRAPHY
DRAWING / ILLUSTRATION
SEO / DIGITAL MARKETING
SCRUM / AGILE
PROJECT MANAGEMENT

IMAGE, GRAPHIC, VECTOR & WEB SOFTWARE

ADOBE SUITE CC / ADOBE LIGHTROOM
MACAW
SKETCH 3
SKALA PREVIEW
BALSAMIQ MOCKUPS / AXURE / VISIO

CODING KNOWLEDGE

HTML
CSS
JQUERY
XCODE
SUBLIME

LANGUAGE SKILLS

PORTUGUESE *Native speaker*
ENGLISH *Fluency*
FRENCH *Advanced knowledge*
SPANISH *Basic knowledge*

EXTRA EDUCATION / COURSES

Design Thinking, Ontological Engineering, Graphic Design, Printing Techniques, Marketing, Project Management - PMI/PMP, Brands & Copyright, Multimedia, Photography, Drawing, Illustration and Creativity, Time Management,

Seminars e Lectures – Business & Design, Web Design, Knowledge Management, Graphic Design, Online Marketing, Jewelry Design e Animation.

INTERESTS

I am into visual arts in general, considering myself a heavy internet user and technology fan; photography is one of my favorite topics, as user experience design targeted to mobile phones, computer (and other screens). I also have interest in social development, nature (ecological) issues, graphic novels, board games, role-playing and movies.

ACTIVITIES

.Speaker at design seminars / INFNET DESIGN WEEK 2010.
. Teacher / Professor at several SENAC-Rio “Webdesign Professional Formation” classes during 2008-2010.
.Greenpeace supporter.
.Doctors Without Borders supporter.

REFERENCES / PORTFOLIO

Available upon request. / www.leonardolohmann.com.br