



LORENZO SMORTI

Lead — UX/UI Specialist — Senior Product Designer
Senior Art Director — CRO/UXR — Brand Strategist

ABOUT ME

Not an average Designer — just a visionary geek with a passion for creating mind-bending experiences. With a keen eye for detail and an obsession for perfection, I transform ideas into real digital experiences. I'm constantly pushing boundaries and redefining what's possible. As a creative, I conduct symphonies of creativity, managing a harmonious blend of aesthetics and functionality. In this digital playground, I'm the chief architect of user experiences, building virtual realities that transport users to realms of sheer delight, in few words: conversion.

I lead with flair, inspiring teams to unleash their inner Daft Punk with always the same goal: create design magic. Let's make pixels dance with purpose!

CONTACT

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www.bvisualart.com

EXPERIENCE

- 11.2022 - date **Design Lead (Contractor)**
DeoVR Streaming Platform - Los Angeles, Lisbon, Ljubljana
- 05.2021 - date **Design Lead (Contractor)**
Streeth.io - Miami (US)
- 04.2018 - 10.2022 **Lead Product Designer & UX/UI Specialist**
Mad Collective - Barcelona (ES), Rochester (US)
- 02.2016 - 01.2018 **Design Lead & Art Director**
OSK Berlin - Berlin (DE)
- 09.2014 - 01.2016 **Freelance Art Director & Web Designer**
BVISUAL Art - London (UK), Madrid (ES)
- 06.2010 - 08.2014 **Junior Art Director & Web Designer**
Cernuto&Pizzigoni Advertising Agency - Milan (IT)

LANGUAGES

- Italian NATIVE
- English FLUENT
- Spanish FLUENT
- German BASIC
- Portuguese BASIC

TOOLS

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CERTIFICATIONS

- 2022 **Norman Nielsen Group**
UX & Product Management (Virtual)
- 2019 **UX Live (London)**
Lean UX Advanced Workshop
- 2019 **Emotionally Intelligent Design & AI Design**
Training - PUSH UX (Munich, Germany)
- 2018 **Norman Nielsen Group**
UX Certified (Virtual)
- 2016 **Certified Mobile UI Design Specialist**
'XDi' (Amsterdam, Netherland)
- 2013 **S.A.E. Institute Master**
Music Business and Artist Management' - London (UK)
- 06.2010 **Communication Academy Master**
Art Direction & Graphic Design - Milan (Italy)