



LORENZO SMORTI (He/Him)

Team Lead | UX/UI Specialist | Senior Product Designer
Senior Art Director | CRO/UXR | Brand Designer | Motion

ABOUT ME

Not an average Senior Designer and/or Art Director — just a digital industry virtuoso 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. **I lead with flair, inspiring teams to unleash their inner Daft Punk with always the same goal: create design magic.** 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. Let's make pixels dance with purpose!

CONTACT

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[in/lorenzo-smorti-design](#)

[www.bvisualart.com](#)

LANGUAGES

Italian (Native)

English (Fluent)

Spanish (Fluent)

German (Basic)

Portuguese (Basic)

TOOLS



EXPERIENCE

01.2025 - date	Senior UX Engineer (Freelance Consultancy) Natus Medical - Middleton, WI (US)
12.2023 01.2025	Lead Product & Motion Designer (Freelance) Macadam App - Barcelona
11.2022 12.2023	Design Lead (Freelance) DeoVR Streaming Platform - Los Angeles, Lisbon, Lubljana
04.2018 10.2022	Lead Product Designer & UX/UI Specialist Mad Collective - Barcelona (Spain), Rochester (US)
05.2021 06.2022	Design Lead (Freelance) Streeth.io - Miami, US
02.2016 01.2018	Design Lead & Art Director OSK Berlin - Berlin (Germany)
09.2014 01.2016	Art Director & Web Designer (Freelance) BVISUAL Art - London (UK), Madrid (Spain)
06.2010 08.2014	Junior Art Director & Web Designer Cernuto&Pizzigoni Advertising Agency - Milan (Italy)

EDUCATION

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, Netherlands)
2013	S.A.E. Institute Master Music Business and Artist Management' - London (UK)
06.2010	Communication Academy Master Art Direction & Graphic Design - Milan (Italy)



CAREER HIGHLIGHTS & KEY CONTRIBUTIONS

Macadam App – Lead Product & Motion Designer (Freelance)

- Built a comprehensive Figma design system, aligning design files with the production version and integrating design tokens for consistency.
- Launched 10+ features in 8 months, including a Map feature and cashback shop, resulting in user growth from 3M to 7M.
- Advocated for and onboarded 3 new designers to optimize workflows and improve deliverables.
- Produced engaging 2D/3D animations and videos for onboarding, social media, and marketing campaigns.
- Contributed to making the app a top download in countries like France.

DeoVR (VR App) – Product Design Lead (Freelance)

- Overhauled the design system for VR, WebXR, mobile, and desktop teams, collaborating with Unity developers.
- Led the launch of 6+ features and a VR app redesign, increasing monthly joins by 22% through effective A/B testing.
- Streamlined workflows with daily check-ins and strategic meetings, identifying skill gaps and advocating for new hires.
- Designed promotional motion graphics and edited marketing videos, boosting user acquisition and engagement.

Mad Collective – Lead Product Designer

- Delivered UX/UI designs for web apps, increasing sales by 5x for a dating app and a health app focused on ketogenic diets.
- Created motion graphics and video tutorials to enhance onboarding and product demos.

Streeth.io – Design Lead (Freelance)

- Directed branding and product design, raising \$2M in funding and launching a crypto token.
- Collaborated with a 3D artist to create animated characters for the product's metaverse world.
- Designed promotional assets, including videos and motion graphics, for a successful product launch.

OSK Berlin – Design Lead & Art Director

- Redesigned ZF.com website and app with a new design system, meeting and exceeding client expectations.
- Delivered cutting-edge motion designs for the Mercedes.me app, enhancing event navigation and multimedia features.

BVISUAL Art – Art Director & Web Designer (Freelance)

- Curated the art direction for food & music events in Berlin, creating engaging social media content and product designs.
- Produced promotional videos and motion graphics for digital campaigns.

Cernuto & Pizzigoni – Junior Art Director & Web Designer Designer

- Developed concepts and storyboards for national TV commercials and big-brand campaigns, managing production from ideation to delivery.