

LORENA ROSERO

Senior Creative Designer · UX/UI Specialist

Nashville, TN

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Portfolio: lorenarosero.com

Professional Summary

Creative and user-focused Visual Designer with 9+ years of experience in branding, UX/UI design, and digital marketing. Proven success in designing scalable systems, improving usability, and delivering visually compelling work across web, mobile, and advertising.

Work Experience

Senior Creative Designer

Connrex Digital | connrexdigital.com | Remote | July 2022 – Present

- Designed high-fidelity wireframes in Figma, aligning user needs with business goals to improve user experience and increase lead generation.
- Developed brand identities and style guides for 50+ companies, improving design consistency and accelerating web development across platforms.
- Created and maintained brand guidelines, ensuring cohesive visuals across all touchpoints and reducing design inconsistencies.
- Partnered with developers and QA teams to streamline handoffs and ensure accurate implementation of design specs.
- Designed display ads and digital assets that boosted brand visibility and increased user engagement across campaigns.

Graphic Designer

Hogarth Worldwide | hogarth.com | Remote (Miami, FL) | August 2021 – July 2022

- Produced 1,000+ visual assets for Apple's global marketing campaigns using Photoshop and Illustrator.
- Upheld strict brand guidelines while consistently meeting tight deadlines.
- Interpreted localization briefs to maintain global branding consistency.
- Collaborated with a global production team, delivering high-volume creative work in fast-paced environments, supporting campaigns that reached millions of customers worldwide.

Graphic Designer

Britto Central | britto.com | Miami, FL | March 2019 – August 2021

- Led branding and campaign design for Fortune 500 clients, including Citibank, Carnival Cruises, Wilson, and ABC.

- Increased social media engagement through targeted visual content and optimized e-commerce graphics.
- Developed and enforced brand guidelines to ensure consistency across marketing, sales, and digital channels.

Graphic Designer

Alex Turco Art Designer | alexturco.com | Miami, FL | June 2016 – March 2019

- Created 100+ custom graphics and layouts for hospitality and retail clients, enhancing brand identity and improving visual consistency.
- Supported sales efforts with high-impact marketing visuals.
- Delivered design solutions precisely tailored to architectural dimensions and color schemes, reducing production errors by 25% and ensuring seamless on-site installations.

Graphic Designer

GPS Graphics | gpsgraphicscenter.com | Miami, FL | February 2016 – June 2016

- Designed branding materials, including logos and marketing assets.
- Managed 10–15 projects simultaneously, consistently meeting tight deadlines with 100% on-time delivery and exceptional attention to visual detail.
- Retouched images for digital and print collateral.

Education

Ironhack

UX/UI Design Bootcamp

July 2022 – December 2022

- Awarded “Best UX/UI Final Project”

Universidad de Artes y Letras

Interior Design | Bogotá, Colombia

Graduated July 2009

- Award: Academic Excellence

Skills

UX/UI Design: Wireframing · Prototyping · Design Thinking · User Research · Heuristic Evaluation · User Interviews

Visual Design: Branding, Color Theory, Typography, Style Guides, Mood Boards

Tools & Software: Figma, Adobe CC, Illustrator, Photoshop, InDesign, Webflow, Creatopy, Microsoft Office

Languages: English (Fluent), Spanish (Fluent)