

LORENA ROSERO

Product Designer | UI Designer

Nashville, TN

+1-312-371-0284 • lorenarosero1219@gmail.com • [linkedin.com/in/lorenarosero](https://www.linkedin.com/in/lorenarosero)

Portfolio: lorenarosero.com

Professional Summary

Product-focused UI/UX Designer with 10+ years of experience in digital design, branding, and web experiences. Skilled in creating high-fidelity interfaces in Figma, applying component-based design and consistent UI patterns to improve usability and streamline workflows. Experienced in collaborating with developers and cross-functional teams to deliver visually compelling, user-centered solutions, with growing experience incorporating AI tools to accelerate ideation and design exploration.

Work Experience

Senior Creative Designer

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

- Designed high-fidelity user interfaces in Figma, translating business requirements into intuitive and visually compelling digital experiences
- Built reusable UI components and modular page sections (e.g., hero banners, feature blocks, CTAs), improving consistency and accelerating design workflows
- Applied component-based design thinking, including interaction states (hover, default), to enhance usability and scalability across multiple projects
- Developed and maintained visual systems and brand guidelines for 50+ clients, ensuring cohesive experiences across web and marketing touchpoints
- Collaborated closely with developers and QA teams to support accurate implementation and efficient design handoff

Graphic Designer

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

- Produced 1,000+ high-quality visual assets supporting global campaigns for Apple, ensuring pixel-perfect execution across multiple platforms
- Maintained strict adherence to established design systems and brand guidelines at scale
- Adapted and localized designs across international markets while preserving consistency, usability, and visual integrity
- Collaborated with global cross-functional teams in a fast-paced production environment, delivering high-volume work under tight deadlines
- Contributed to large-scale digital campaigns reaching millions of users worldwide

Graphic Designer

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

- Led branding and campaign design for major clients, including Citibank, Carnival Cruises, Wilson, and ABC
- Developed visual systems and brand guidelines to ensure consistency across digital, marketing, and e-commerce channels
- Designed high-impact social media and digital content that increased engagement and strengthened brand presence
- Collaborated with marketing and business teams to align visual design with strategic goals

Graphic Designer

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

- Created custom visual solutions for hospitality and retail environments, enhancing brand identity and customer experience
- Designed large-scale graphics and layouts tailored to architectural and spatial requirements
- Delivered precise, production-ready assets that reduced errors and improved execution efficiency
- Supported sales and client presentations with high-quality visual concepts

Graphic Designer

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

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 · User Interviews

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

Tools & Software: Figma, Adobe CC, Illustrator, Photoshop, InDesign, Webflow, The Brief

Languages: English (Fluent), Spanish (Fluent)