



## UX & Brand Designer

15/06/1994

🔗 [lucasorrentinodesign.com](http://lucasorrentinodesign.com)

✉ [lucasorrentino.design@gmail.com](mailto:lucasorrentino.design@gmail.com)

🌐 [linkedin.com/in/lSORRENTINO](https://www.linkedin.com/in/lSORRENTINO)



I love to connect brands with their audience, communicate meaningful stories and make everyday user experiences inspiring and delightful. The ultimate goal is to have a positive impact on the world.

## Education

/ 2020-today - Lucerne, Switzerland

### Master student in Online Business and Marketing at Lucerne University of Applied Sciences and Arts

Modules I have carried out so far: Network management, change management, CRM, qualitative research, economics, management, financial management.

/ 2013-2016 - Turin, Italy

### Bachelor at Polytechnic University of Turin: Design and Visual Communication

Some of the modules included in the course plan: Product design, sustainable processes and materials, history of industrial and graphic design, psychology and design, communication design, interaction design.  
Grade: 110/110 GPA of 4.0

/ 2015 - Barcelona, Spain

### Exchange program at Elisava - School of Design and Engineering. 2 months of internship at Wualia as a UI Designer

## Work experience

/ 2022-today - Lucerne, Switzerland

### Freelance Digital Designer

UX and brand design projects for startups and SMEs

/ 2017-2022 - Lucerne, Switzerland

### UX & brand designer at Vetica Group

Empathize with users (empathy maps, personas, customer journey, user stories, etc.) · Development of sitemaps, Lo-Fi prototypes, and layouts · Creation and maintenance of design systems and guidelines · Cross-functional collaboration with engineers, graphic designers, and product managers · Video editing and creation of web assets

/ 2017 - Milan, Italy

### Digital designer at Auge Headquarter

UI and webdesign · Support the branding team in conceptual phases · Development of storyboards and key visuals for tv adverts · Development of visual content for marketing campaigns

[Show all experiences](#)

## Skills

### / GUI & prototyping

Sketch, Figma, Invisionapp, Invision Studio, Adobe XD, Zeplin, Principle, Webflow

### / Graphic and editorial

Adobe Illustrator, Adobe Photoshop, Adobe Indesign

### / CMS & frontend

Wordpress, Typo3, HTML, CSS, SASS, jQuery, Javascript

### / Motion graphics

Adobe After Effects, Adobe Premiere

### / Languages

Italian (native); English (fluent); Spanish (beginner); Swiss-german (proficient); German (intermediate)

### / Other

Photography, typography, Google suite, Office 365, design thinking, problem solving, data visualization, materil design, design system

## Awards

/ 2022 - Issued by awwwards

### Honors for my portfolio website

Awwwards is one of the most renowned awards that recognize the talent and effort of the best web designers, developers, and agencies in the world. The websites are evaluated based on 4 criteria: Design, Usability, Creativity, and Content.

/ 2022 - Issued by Leading Swiss Agency

### LSA Junior Agency Award: Gold and audience favorite

Around 100 students participated in the LSA Junior Agency Award competition to develop the strategy and visual concept of a campaign for the new migrolino shop format: goods. Our group won the gold and Publikumpreis (audience favorite).

My primary role in the group work was to develop the visual concept and adapt it throughout all channels and applications.

/ 2016 - Issued by Polytechnic University of Turin

### 1° Position - Logo for the Master's Degree programme "CCNE"