



ALBERTO LORA

UI/UX Designer

CONTACT

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EXPERIENCE

Sigma Group, Inc

JULY '16 - NOV '17

Art Director in Upper Saddle River, NJ

- Introducing and applying expert art direction to the visual elements of creative projects
- Ensuring a high standard of visual execution across all media and campaigns
- Inspiring and motivating the agency's clients to be creatively progressive, through the application of fresh and inventive visual work
- Responsible for the direction and creation of all digital assets for Braun, LG and Panasonic.
- Wireframing and prototyping for various landing pages

Combustion Innovation

JULY '15 - JULY '16

Product Designer in Wayne, NJ

- Strategy and concept development for iOS and tvOS applications.
- Slashed length of design process in half by implementing a proper Wireframing and UX process.
- Designed and shipped two products, one for SnackTracker and the other for Plastic Surgery Network, currently live on app store

Sigma Group, Inc

MARCH '14 - JUNE '15

Digital/UI Designer in Upper Saddle River, NJ

- Web UI / UX design and for Rlta's Italian Ice, Brut and Infusium23 brands.
- Design websites, landing pages, email campaigns, social media assets, branded promotions, & banner ads
- Research relevant and competitive materials to further refine the goals and strategy of the work created.

Pierce Communications

JANUARY '13 - MARCH '14

Graphic Designer in Ramsey, NJ

- Maintain brand aesthetic for clients such as Volvo, Jaguar, Castrol Oil & Schindler Elevators.
- Produce Direct Mail and Print pieces for luxury car companies.

Revolution Digital

DECEMBER '12 - FEBRUARY '13

Freelance Graphic Designer in Morristown, NJ

- Retouched product photographs
- Designed facebook ads for Thermacare, Centrum & American Heart Association

Creative Bridge

FEBRUARY '12 - NOVEMBER '12

Junior Graphic Designer in Union City, NJ

- Created advertisements for local newspapers
- Set up mechanical files for pre-press
- Created collateral for marketing campaigns
- Editorial design for ShopRite's annual Hispanic Heritage booklet
- Communicated with clients to ensure all projects are moving according to the deadline

EDUCATION

WINTER 2015

User Experience Bootcamp

General Assembly NYC

WINTER 2011

Associate of Applied Sciences in Graphic Design

Art Institute of New York City

SKILLS INCLUDE

Art Direction
User Experience
Adobe CC
Editorial Design
Illustration

Branding
Advertising
Wireframing
Principle
Sketch 3