



LORENA PRADA

ART DIRECTOR AND GRAPHIC DESIGNER

CONTACT

LOCATION
New York

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TECHNICAL SKILLS

InDesign



Illustrator



Photoshop



Digital - UX - Sketch - Figma



Microsoft Office



EDUCATION

MA Graphic Design
University of the Arts, London
College of Communications

BFA Graphic Design
The Art Institute of
Washington, Arlington VA

LANGUAGES

Fluent in English and Spanish

PROFILE

As an experienced Art Director and Graphic Designer, I have provided services to an array of clients and industries, both locally and internationally. From marketing campaigns and digital design to product design and brand development, my clients have included some of the biggest names in education, creative services, luxury goods, and technology such as Strategic Education, Peloton, Louis XIII, and ADP. With over 15 years of experience in Art Direction and Graphic Design, Lorena brings a strong understanding of brand strategy and execution, while constantly pushing for creative excellence.

WORK EXPERIENCE

José Andrés Group

Creative Lead | New York | Oct 2023 - Present

- Implement creative vision and campaign strategy for 30+ restaurant across the Los Angeles, New York, Miami, Las Vegas and Chicago
- Maintain brand consistency, brand integrity and an elevated aesthetic across all consumer touchpoints
- Spearheaded the creative team by overseeing the production of creative content for marketing campaigns, digital platforms, print and in-store with a brand-centric and digital-first mindset
- Collaborated with third-party vendors, agencies, freelancers, e-commerce, senior leadership to ensure a cohesive, inspiring, and impactful brand presence
- Increased productivity by the implementation of MustHaveMenus and Emma email templates
- Contribute to events and activations thru branding and creation of supporting collateral

Freelance

Art Director and Graphic Designer | Remote | May 2020 - Present

- Provided design services to diverse clients and industries locally, nationally, and internationally
- Worked on a variety of projects: marketing campaigns, consumer goods product design, digital and web design, brand establishment from scratch
- Client list includes renowned organizations: Strategic Education, Capella University, Strayer University, Peloton, StartEngine, SketchDeck, Louis XIII, National League of Cities, ADP, José Andrés Group
- Leveraged strong design skills and effective client communication to translate vision into functional and visually pleasing designs
- Developed versatile skill set through diverse industry exposure
- Successfully tackled a broad spectrum of design challenges, consistently delivering high-quality, timely, and budget-aligned results that align with client goals and objectives

Ketchum

Senior Art Director | Washington DC | Apr 2019 - Apr 2020

- Created engaging content across various media channels to connect with the target audience
- Developed and implemented strategic and creative recommendations, upholding clients' brand standards
- Fostered cross-functional teamwork with diverse clients and departments
- Worked in coordination with other Ketchum offices to achieve unified results
- Managed multiple projects concurrently, meeting tight deadlines
- Showcased adaptability and creativity in working across diverse media channels
- Commitment to fulfilling client objectives through effective design solutions



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SKILLS

CREATIVE VISION

Develop and communicate a clear creative vision for projects and campaigns, ensuring alignment with the brand's goals and values. Lead brainstorming sessions and idea generation, turning concepts into actionable creative strategies.

BRAND CONSISTENCY AND QUALITY CONTROL

Ensure brand consistency and integrity across all creative assets, maintaining visual and messaging standards. Review and approve final creative deliverables to ensure they meet quality standards and client expectations.

PROJECT OVERSIGHT AND BUDGET MANAGEMENT

Provide creative direction and oversight for all projects, ensuring they are executed on time and within budget. Manage the creative department's budget, making cost-effective decisions while maintaining quality.

TEAM MANAGEMENT AND COLLABORATION

Train, mentor, and manage creative freelance professionals. Work closely with internal departments to understand their needs, provide creative solutions, present concepts effectively, and in a timely manner.

WORK EXPERIENCE continued

Nestlé USA - Marks - SGS Co

Bilingual Senior Graphic Designer | Arlington VA | Aug 2018 - Apr 2019

- Delivered creative and adaptive concepts across multiple Nestlé brands
- Contributed design expertise during brainstorming, shaping creative territories
- Collaborated with cross-functional teams to align designs with brand standards and messaging
- Utilized bilingual skills to engage with diverse stakeholders and target audiences

ThinkFoodGroup

Graphic Designer | Washington DC | Mar 2016 - Aug 2018

- Managed design processes and mentor internal staff
- Led, conceptualized, and executed creative solutions for 21 brands
- Oversaw 3rd party vendor creative development on project basis
- Designed for multi-platform and cross-platform applications
- Maintained and managed company design through the usage of brand guidelines

Water Street Design

Graphic Designer | Winchester VA | Apr 2014 - Feb 2016

- Played a key role in launching multiple products
- Created visually compelling: Websites, Marketing collateral, Packaging designs
- Environmental graphics, Branding materials
- Collaborated with cross-functional teams to understand design needs and goals
- Delivered creative solutions effectively communicating brand message
- Ensured design alignment with brand guidelines and standards
- Maintained consistency across marketing materials
- Crucial contribution in enhancing brand awareness and driving sales

McKinsey Development

Graphic Designer | Warrenton VA | May 2013 - May 2014

- Main responsibility: creating print and digital advertisements for Mailers, E-blasts and Banners
- Collaborated with creative team to understand client needs
- Developed creative concepts and executed effective designs
- Demanded keen attention to detail and understanding of design principles
- Thrived in working under tight deadlines
- Ensured design alignment with client's brand standards
- Effectively communicated intended message to target audience

Suday Promotions

Design Specialist | Chantilly VA | Feb 2011 - Dec 2011

- Created electronic mock-ups of promotional products meeting client needs
- Utilized specialized software for digital prototypes of products
- Improved client comprehension of final product before production
- Maintained content, images and design standards for company's website

National Council of La Raza

Graphic Designer and Production Assistant | Washington DC | Feb 2009 - Dec 2009

- Designed collateral for all company departments
- Created visually appealing: Reports, Brochures, Mailers, Banners, Ads, Invites
- Oversaw all printing projects to ensure high-quality final product and timely delivery