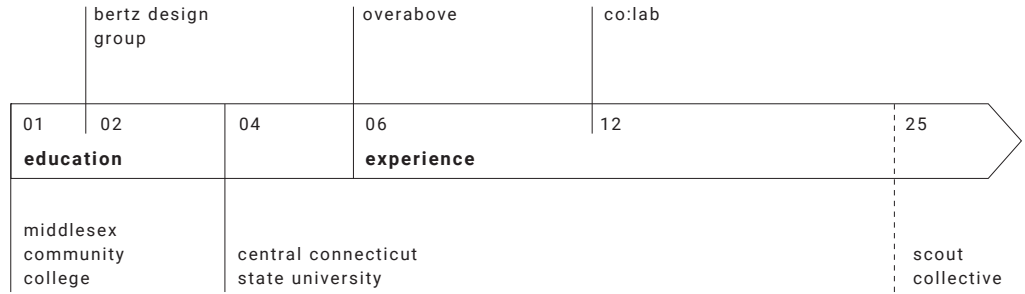


Lorena Iturrino
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United States



SKILLS

- Adobe Suite
- Figma
- Acrobat
- Wordpress
- Concrete CMS
- MS Office
- Fluent in Spanish

PROFESSIONAL BACKGROUND

Senior Art Director | Scout Collective | 05.2025 - present

The mission at Scout Collective is to create meaningful brands for those doing good work. My role at Scout is to elevate the strategic and visual experience for our mission-driven clients. Another aspect of my day to day is to use my experience to mentor, give feedback and direction to our team of creatives.

Typical responsibilities include:

- Translate brand strategy into compelling visual systems across digital and print platforms.
- Oversee creative projects from concept through execution while maintaining the highest design standards.
- Collaborate with clients, vendors and team to develop cohesive brand experiences.
- Present and communicate creative concepts with clarity and strategic insight.
- Foster a collaborative creative culture that encourages strong design thinking and innovation.
- Contribute to internal creative processes and uphold consistency across all deliverables.
- Encourage participation during team meetings through approachable leadership—usually led with humor.

Creative Director | co:lab | 03.2012 - 03.2026

My time at co:lab was a defining chapter in my professional career. This is where my passion for design, strategy, and service fully aligned. For fourteen years, I partnered with mission-driven organizations to create thoughtful systems and experiences that elevated their work and strengthened the communities they serve.

Responsibilities (in the past 5 years) included:

- Conducted brand strategy sessions that lead to the creation of visual systems across channels.
- Oversaw creative projects from concept through execution.
- Presented and communicated concepts to clients with clarity and strategic insight.
- Successfully navigated the art of working remotely with colleagues, clients and vendors.

Senior Designer | OverAbove | 11.2006 - 03.2012

I couldn't have asked for a better introduction to the industry. At OverAbove, I gained firsthand experience in every aspect of agency life. I learned how projects move through a team from concept to completion and how strong collaboration shapes successful creative work. I worked with big brands like Marriott International, Royal Caribbean and Mohegan Sun Gaming. Beyond everything I learned, my biggest takeaway was the friendships I made and still maintain to this day.

EDUCATION

BA Graphic Information Design | Central Connecticut State University | 09.2004 - 05.2006
Graduated Magna Cum Laude

Associate's Degree Graphic Information Design | Middlesex Community College | 09.2001 - 05.2004
Graduated with High Honors

PROFESSIONAL ASSOCIATIONS

President | Connecticut Art Directors Club | 09.2012 - 09.2014