

Lorena Iturrino
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lorenaiturrino.com

168 Bartlett Street
Portland, Connecticut
United States

		bertz design group	overabove	co:lab	
01	02	04	06	12	25
	education		experience		
	middlesex community college		central connecticut state university		scout collective

PROFESSIONAL SUMMARY

Senior Art Director and creative leader with 20 years of experience crafting thoughtful brands from strategy through execution. Equally comfortable developing concepts, designing alongside the team, presenting to clients, and mentoring designers. Known for bringing curiosity, collaboration, and a strong eye for detail to every stage of the creative process.

CORE SKILLS

Creative Direction	Art direction, brand identity, visual systems, creative conceiving, design critique, mentorship, presentation design, creative problem-solving
Brand & Design	Brand strategy, identity design, typography, layout, print design, publication design, environmental graphics, digital marketing, campaign development
Software	Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Acrobat), Figma, Microsoft Office
Web & CMS	WordPress, Concrete CMS, responsive design collaboration, basic HTML/CSS knowledge
Collaboration	Client presentations, cross-functional collaboration, vendor coordination, creative workshops, remote team collaboration
Languages	Fluent in Spanish

PROFESSIONAL BACKGROUND

SENIOR ART DIRECTOR | Scout Collective
May 2025 - Present

- Partner with strategists, writers, and clients to translate brand strategy into thoughtful visual identities and communication systems.
- Create and refine brand identities, campaigns, publications, websites, and marketing materials across print and digital platforms.
- Art direct projects from initial concept through final production, ensuring every detail supports the larger brand story.
- Present creative work with confidence, explaining design decisions through both strategic thinking and visual craft.
- Mentor designers through collaborative feedback, art direction, and hands-on design support.
- Contribute alongside the creative team, balancing leadership responsibilities with active design work on client projects.
- Build strong relationships with clients, vendors, and internal teams to deliver work that is both meaningful and beautifully executed.

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PROFESSIONAL BACKGROUND

CREATIVE DIRECTOR | **co:lab**
March 2012 – March 2026

- Participated in brand strategy workshops that uncovered each client's purpose, positioning, and personality before translating those insights into visual identity systems.
- Designed brand identities and creative campaigns for mission-driven organizations across print, digital, and environmental applications.
- Worked closely with writers, developers, photographers, illustrators, and production partners to bring ideas to life from concept through launch.
- Presented creative concepts directly to clients, building trust through thoughtful communication and strategic design thinking.
- Balanced creative leadership with hands-on design, contributing to projects throughout every stage of the process.
- Mentored designers through collaborative critique, creative problem-solving, and day-to-day art direction.
- Built lasting relationships with clients by delivering thoughtful work, clear communication, and dependable creative partnership.

SENIOR DESIGNER | **OverAbove**
November 2006 – March 2012

- Designed integrated marketing materials across print, digital, and environmental platforms for regional and national brands.
- Collaborated with strategists, copywriters, account managers, and developers to bring creative concepts from initial idea through final production.
- Contributed to brand and campaign work for clients including Marriott International, Royal Caribbean, and Mohegan Sun Gaming.
- Thrived in a fast-paced agency environment, managing multiple projects while maintaining a high standard of creative execution.
- Built a strong foundation in collaborative design, creative problem-solving, and agency best practices that continues to inform my work today.

PROFESSIONAL LEADERSHIP

PRESIDENT | **Connecticut Art Directors Club**
September 2012 – September 2014

- Led the organization's board in supporting and promoting Connecticut's creative community.
- Guided planning for events, programming, and initiatives that connected designers, agencies, and creative professionals.
- Fostered relationships with members, sponsors, and industry partners to strengthen engagement and visibility.

EDUCATION

Bachelor of Arts, Graphic Information Design
Central Connecticut State University
Magna Cum Laude

Associate of Science, Graphic Information Design
Middlesex Community College
Graduated with High Honors