

Lorenzo M. Turner

Creative Director

Portfolio can be viewed at lorenzomturner.com

426 High Creek Trce, Roswell, GA 30076

(770)369-1560

lorenzo.turner86@gmail.com

OBJECTIVE

Interested in becoming a participant in the growth of a solutions and services-driven company that focuses on providing above the line benefits for its customers. Elated to continue implementation of digital solutions across different applications.

SUMMARY

- Solid foundation in print/editorial design, with a great eye for composition and layout strategy.
- Experienced with design concepts for print, web and video.
- Proficient in photographic imaging with skills in editing and evaluating prints for reproduction.
- Adept at managing team design direction and setting goals for the overall group.
- Familiar with creating interaction flows, wireframes, high fidelity screen concepts that meet strategic goals and follow web best practices.
- Experience writing HTML, CSS and JavaScript.

SKILLS

Adobe Photoshop, InDesign & Illustrator



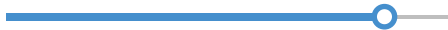
Microsoft Office (Word, Excel, PowerPoint)



Adobe After Effects



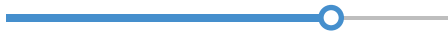
Sketch, Figma, InVision & Zeplin



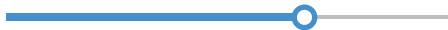
HTML5, CSS & JavaScript



Adobe Experience Manager & Dreamweaver



SharePoint & TeamSite 5.5



RELATED EXPERIENCE

Creative Director (Contracted)

Cerulean Marketing | Atlanta, GA --- June 2013 – Present

Developed brand and corporate identities for various companies. Responsible for the graphic design and implementation of affiliate web sites including navigation, writing HTML and JavaScript.

Web Designer/ Content Migration Specialist (Contracted)

Georgia Power | Atlanta, GA --- February 2015 - August 2016

Modified existing content within the company's CMS to meet new design standards and templates. Implemented user experience testing and used collected data to enhance the design of our mobile platform.

Senior Graphic Designer (Contracted)

EB Sports/ Earthbound Inc. | Atlanta, GA --- October 2008 - February 2015

Communicated and created overall team design vision by defining the direction and goals for the group; accountable for the design, development, and optimization of corporate collateral and marketing communication materials.

Graphic Designer (Contracted)

Kontrol Magazine | Atlanta, GA --- February 2009 - June 2013

Responsible for creation of the logo, magazine, and website. Translated subject matter into concrete design for newsletters, promotional material, and sales collateral. Participated in a collaborative effort to produce streamlined production of the magazine, brochures, and promotional pieces.

EMPLOYMENT

Senior Visual Designer

Sharecare, Inc. | Atlanta, GA --- August 2018 - Present

Worked collaboratively to identify specific user/client needs. Engaged in ideating/evaluating projects from initial concepts to completion. Optimized the performance of marketing landing pages while ensuring that business needs and goals were met. Created design solutions that include app design, web pages, advertising concepts, social media and presentations.

Senior UX/UI Digital Designer

Georgia Power | Atlanta, GA --- August 2016 - August 2018

Conceptualized and implemented design solutions to meet web, email, marketing and sales strategies from concept to completion. Managed tasks and art direction for team of junior designers. Responsible for the total design aesthetic and execution of designated digital properties across the company.

Graphic Designer/ Production Artist

CLIK Magazine Publications | Atlanta, GA --- November 2006 - July 2008


Created and implemented strategies to bring a fresh new face to the publication. Responsible for the design of all visuals, for both digital and print. Developed collateral for all affiliated companies. Responsible for the design and maintenance of the company's websites.

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EDUCATION

The Art Institute of Atlanta

Atlanta, GA | 2004-2006, 2022-2023

Associate in Arts, Graphic Design

Bachelor of Fine Arts, Graphic & Web Design

GPA: 3.4 Dean's List (2005,2023)

REFERENCES

Franz Exume

Cerulean Marketing | Chief Executive Officer

(770) 572-8814

Topaz Hairston

Kimball International | Senior Project Manager

(770) 369-6420

Ariel Chapman

Authentique | Senior Graphic Designer

(678) 500-1764

Katherine Guza

Bob's Red Mill | Packaging Content Specialist

(256) 682-9824

Brandon Davis

Turner Broadcasting | Technical Manager

(678) 577-7917