



LORENZO MACHADO

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[Home](#) | [LovDesign](#)

I am a collaborative and inquisitive UI/UX designer with a passion for crafting user-centered solutions. With strong communication skills and a team-oriented mindset, I excel in dynamic environments that challenge conventions and foster creative problem-solving, driving meaningful impact for both users and the businesses that serve them.

SKILLS

Tools:

Figma - Interactive and Detail design
Photoshop & Illustrator - Original graphic creation and modification / optimization
Jira by Atlassian - Workstream and task flow tracking and documentation
Trello by Atlassian - Kanban style task flow and work tracking for team collaboration
MS Office Suite - full productivity suite for communication, presentations, scheduling and internal file sharing
Google Workspace - cloud-based productivity apps for file sharing, collaboration, and presentations

Methodologies:

Iterative Design Thinking
Agile Project Management
Information Architecture
Early Ideation and Wireframing
User Journey Mapping
User and Desktop Research
Behavioral Analytics

EDUCATION

Bachelor's in Design
Unisinos
[07/2024] | Porto Alegre

EXPERIENCES

UX / UI Design Intern | Dell Technologies

Experience Design Group, Service Technology, and ... teams.
01/2023 - 08/2024 | Brazil

- Applied Agile methodologies and design strategies across global projects, collaborating with diverse, multicultural teams.
- Led research initiatives and designed intuitive user interfaces for Financial Force integrations and custom Dell-developed products.
- Discovered opportunities to better leverage onboarding and adoption of existing features to maximize existing technology.
- Deployed strategic design principles from Unisinos and Design Academy, delivering user-centered solutions that improved product usability by heuristic ratings.
- Completed courses on virtual environment security, including phishing and hacking, and training to effectively collaborate with multicultural teams and apply AI concepts in design.

Design Trainee | Design Academy

09/2022 - 01/2023 | Brazil

- Completed comprehensive training, covering both qualitative and quantitative research methods.
- Developed proficiency in Design Thinking, enabling effective problem identification and creative solutioning.
- Applied Agile methodologies in sprint cycles, optimizing project timelines and improving iterative development processes.
- Enhanced skills in UX writing, prototyping, journey mapping, and wireframing, laying a strong foundation for creating user-focused designs.

Graphic Designer | Reweb Agency

04/2021 - 09/2022 | Brazil

- Refined advance skills in Photoshop and Illustrator for image manipulation and logo/identity work for clients to help them elevate their brand presence.
- Created compelling visual campaigns that strengthened client market presence and improved brand consistency.
- Partnered closely with the creative team, ensuring seamless development of visually impactful campaigns.

Workshops | Unisinos

02/2018 - 06/2023 | Brazil

- Participated in workshops with partner companies, addressing real-world challenges.
- Worked in multidisciplinary teams to create innovative proposals.
- Utilized co-creation tools and strategic design processes.
- Received continuous feedback from partner companies for iterative improvements.