

# Lorena Besana

+1 512 501 0785 | [lorena@kotoricreative.com](mailto:lorena@kotoricreative.com) | [LinkedIn](#) | [Website](#)

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## SUMMARY OF QUALIFICATIONS

Creative professional and visual designer with 15+ years of experience leading visual strategy, storytelling, and design systems across healthcare, education, and technology. Specializes in translating complex concepts into engaging, human-centered visuals that improve understanding and connection. Experience includes collaborations with organizations such as Fujifilm, IQVIA Healthcare, Writspark, and Manpower. **Areas of expertise include:**

- Art Direction
- Concept Development
- Branding
- Visual Storytelling
- UX/UI
- Digital Illustration
- Creative Leadership
- Design Systems
- Educational Content

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## PROFESSIONAL EXPERIENCE

### WIROOS LLC

Austin, TX, United States · Remote

#### Art Director & Senior Visual Designer — Client-facing Products, Branding & Visual Systems

June 2025 – Present

Lead art direction, branding, and visual strategy across client-facing web and mobile digital products, collaborating with teams in healthcare, education, technology, and media to design cohesive visual systems and narrative-driven brand experiences.

- Define visual concepts, brand expressions, and aesthetic frameworks for complex, content-heavy projects.
- Shape narrative-driven experiences using illustration, layout, motion, and interface design.
- Design and scale UX/UI systems, component libraries, and design languages.
- Translate complex information into clear, engaging visual stories across interfaces, branding, and educational content.

### Mitico Sports Streaming — UGC Sports Streaming Platform

Madrid, Spain · Remote

#### Brand Strategist & Art Director

March 2024 – May 2025

Directed the brand and visual development of a Web3-based sports streaming platform built around user-generated content (UGC) and live events.

- Established a cohesive visual identity, branding guidelines, and scalable design system across product interfaces, investor decks, and live event graphics.
- Partnered with product and development teams to translate brand and UX strategy into consistent, engaging on-screen experiences.
- Designed narrative frameworks, motion graphics, and event materials for LFA broadcasts featuring former UFC fighters, ensuring a professional and immersive viewer experience.
- Produced animated materials and presentations illustrating the platform's community-driven model and monetization strategy for investors and partners.

### Yuuki Diseño

Buenos Aires, Argentina · Remote

#### Independent Designer

February 2009 – March 2024

Delivered end-to-end branding, visual systems, and design solutions for agencies and organizations across healthcare, education, technology, and media.

- Led projects from concept and creative strategy through execution, including brand systems, digital interfaces, visual storytelling, and educational content.

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- Partnered with multidisciplinary teams on long-term and project-based engagements, providing visual direction and hands-on design execution.
  - Selected collaborations include Fujifilm, Writspark, OopsVegan, and regional and international creative agencies.

## **IQVIA Healthcare — Training, Engagement & Event Solutions**

**Buenos Aires, Argentina · Remote**

### **Graphic Designer**

**January 2021 – May 2022**

Contributed to the creative strategy and visual development of e-learning materials, training videos, and engagement tools for clinical trial professionals worldwide (66,000+ users).

- Led the visual design of a nine-course e-learning system, providing direction and feedback to a team of five designers and illustrators during the project to ensure consistency, scalability, and alignment with IQVIA's visual standards.
- Worked closely with subject matter experts to translate complex scientific information into clear and engaging visual narratives through storyboards and multimedia assets.
- Created scalable design libraries, including medical illustrations, personas, and culturally inclusive patterns, to optimize production workflows and maintain visual coherence.
- Explored interactive and multimedia approaches to enhance engagement and improve training outcomes.

## **Taringa! — Online Community**

**Buenos Aires, Argentina**

### **Art Director, Digital Product**

**December 2016 – March 2019**

Led Taringa!'s visual rebrand and defined cohesive identity guidelines across product, marketing, and social media.

- Developed brand guidelines for consistency across product, marketing, and social media.
- Directed content strategy, ensuring culturally relevant campaign visuals.
- Collaborated with design, marketing, and product teams to optimize user experience.

## **Luminias**

**Buenos Aires, Argentina · Remote**

### **Graphic Designer**

**August 2013 – December 2016**

Created visual and educational content that transformed complex scientific topics into accessible and engaging learning materials for children.

- Researched subjects such as chemistry, geography, and history to inform design direction.
- Designed illustrated cards, infographics, and promotional materials that simplified abstract concepts through visual storytelling.
- Contributed to the creative development of interactive and print learning tools, ensuring clarity, appeal, and pedagogical consistency.

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## **OTHER PROFESSIONAL EXPERIENCE**

### **Cresta Design Studio — Web & Graphic Designer**

**February 2007 – February 2009**

- Designed branding and interactive web content (logos, microsites, and digital materials) to enhance client visibility and engagement.

### **DV Arts Design Studio — Junior Graphic Designer**

**February 2006 – January 2007**

- Created printed collateral for local artists, coordinating with vendors to ensure production quality and consistency.

### **Mormaii Sunglasses — Graphic Designer**

**February 2004 – December 2005**

- Managed the website and designed e-commerce interfaces and visuals, optimizing usability and implementing marketing campaigns for the U.S. market.

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## TOOLS & TECHNOLOGIES

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- **Design & Visual Systems:** Figma, FigJam, Adobe Illustrator, Photoshop, InDesign, Procreate, Krita.
- **UX / UI & Prototyping:** Figma Prototyping, Framer, Adobe XD (legacy), Interactive Prototyping, Component Libraries & Variants, Design Tokens & Variables, Responsive Design, Wireframing.
- **Handoff & Development Workflow:** Storybook (design collaboration), Design QA / UI Review, Dev Handoff & Documentation, Zeroheight.
- **Content, Motion & Presentation:** After Effects, Animate, Keynote, PowerPoint, Google Slides, Lottie, Motion Design for Product.
- **Product & Collaboration:** Jira, Notion, Slack, Miro, Trello.
- **AI Visual Exploration & Generation:** Midjourney, DALL·E, Leonardo, Adobe Firefly, Nano Banana.
- **AI Workflow, Research & Content:** ChatGPT, GitHub Copilot, AI-assisted UX Research, AI-assisted Content Creation.

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## EDUCATION & PROFESSIONAL TRAINING

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Graphic Design Studies — UADE, Buenos Aires, Argentina (3 years completed)

March 2000 – November 2003

### Professional Training and Certifications

- **UX/UI & Digital Product:** Design Systems Specialist (Raúl Marín) · Product Management · Figma for Advanced Users · UX/UI Design · Prototyping · HTML/CSS/JavaScript for Designers.
- **Scientific Illustration:** Scientific Illustration – Graphite & Watercolor (Academia Ilustraciencia, supported by the Spanish National Museum of Natural Sciences, Barcelona).
- **Digital Illustration:** Vector Illustration for Character Design · Advanced Illustrator Techniques.
- **Motion Design:** Motion Graphics · Motion Design.
- **Photo Editing & Traditional Art:** Advanced Photo Retouching · Aerography · Traditional Illustration.

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## DISTINCTIONS AND MEMBERSHIPS

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- Finalist: Mugcom International Design Contest, Artcomplex Center Tokyo, Japan.
- Exhibition at the annual AAC - ACT ART COM Art & Design Fair, The Artcomplex Center, Tokyo, Japan.
- Member of AIGA (American Institute of Graphic Arts) and UDGBA (Unión de Diseñadores Gráficos de Buenos Aires).

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## LANGUAGES

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- Spanish: Native.
- English: Full Professional Proficiency.
- Japanese: Intermediate Proficiency (JLPT N3).