

Albert Lozano Mur

Graphic & Motion Designer

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Work Experience

Senior Graphic Designer at Wilson Sporting Goods

Chicago, IL USA (October 2022 - Present)

- Lead top-tier campaigns from concept to execution, delivering innovative digital, motion and print assets to achieve marketing objectives.
- Oversee photo and video shoots and provide direction to in-house studio team and external creative agencies.
- Conceptualize and execute motion graphics storyboards across multiple screen formats.
- Present campaign conceptualization and assets to gain stakeholder buy-in.
- Conduct design audits and provide recommendations to external agencies and junior designers to enhance the visual impact of branding efforts.
- Introduce and implement new processes to facilitate cross-departmental communication and improve efficiency.

Graphic Designer at Wilson Sporting Goods

Chicago, IL USA (November 2019 - October 2022)

- Collaborated with marketing and product teams to produce high-quality designs for digital campaigns, retail activations and traditional media.
- Made animations to improve social media engagement.
- Organized and maintained project files for seamless collaboration, team efficiency, and improved project management.
- Prepared final assets for print and digital production, ensuring accuracy and quality control.

Freelance Graphic Designer at MT Helmets Group

Murcia, Spain (July 2018 - March 2026)

- Collaborate across the company's three motorcycle helmet and accessory brands, overseeing the design and development of packaging, social media campaigns and other marketing initiatives.
- Develop the front end of two websites, implementing market trend research and user experience principles.

Graphic Designer at LS2 Helmets

Barcelona, Spain (February 2014 - June 2018)

- Designed large displays for the company's exhibition stand at the International Motorcycle and Accessories Exhibition (EICMA).
- Conceptualized and executed digital and printed catalogs showcasing new helmet collections.

Education

Bachelor's Degree in Graphic Design and Visual Communication

Bau, Design College of Barcelona

Barcelona, Spain (2010 - 2014)

Key Competencies

- Expert in typography, layout, and color theory application.
 - Adaptable and positive mindset, thriving in both large-scale and detail-oriented projects.
 - Skilled at troubleshooting and expediting project challenges under tight deadlines.
 - Comfortable balancing creative ambition with practical constraints.
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Technical Skills

Photoshop	Illustrator	InDesign	Lightroom
After Effects	Premier Pro	Claude	Figma
PowerPoint	WordPress	html/css	

Languages

“ English Spanish Catalan

Let's work together!