WILL LENNON
UX/ UI DESIGNER AND ART DIRECTOR - BARCELONA

PROFILE

I am a Brazilian/Spanish designer, based in Barcelona, with more than 20 years of experience in UX, UI, Art Direction, Animation, Video and Creation, having worked in games companies, internet, communication agencies, marketing and social media. I have worked with some large companies such as Warner, Vivo, Petrobras, Banco do Brasil, American Express and many others. In 2009, I became Creative Director at **Insane Games**, managing art, UX, UI and creation, creating games and applications for cell phones, tablets and desktops. I was a professor at **Panamericana – School of Art and Design**, teaching Art Direction, 2D Animation, UX and game design. In 2018, I was the Senior UX/UI designer for **Sciensa** on the Porto Seguro project, a large insurance company in Brazil, updating and recreating its calculation and sales interface. In Barcelona I was the UX/UI/Art manager at **Go Pop-Up**, working with all the company's projects: Go Pop-Up systems and websites, ShopLive app and Space Manager, managing the development of the systems with the 2 external teams. In 2022 I returned to the gaming area through **Kwalee**, creating the entire UX and UI project for the game Cold Case, a supernatural crime game. I created the HUD, Menus and all areas of the game, managing the implementation of the interface in Unity. I also worked on creating the initial characters used in the project and AI images, and the game logo.

EXPERTISE

Adobe Photoshop
Adobe After Effects
Adobe Animate
Adobe Premiere
Adobe Illustrator
Adobe inDesign
Figma / Adobe XD

OTHER SKILLS

Figma, Unity, Agile Systems, Kanban, Scrum, Adobe Creative Suite, Proactivity, Leadership, Prototyping, UX interviews, Sketch, InVision, Zeplin,

CAREER

Kwalee - Crime Stories - Cold Case - Senior UX/UI Designer - (2023)
Creation of UX projects, interfaces, navigable mockups in Figma, icons and images, as well as design systems and style guides. Animations and videos in After Effects and Unity. General Art Direction and also using Artificial Intelligence. General management of UI implementation.

Go-Pop Up (Barcelona) - Senior UX/UI Designer - UX/UI Manager (2021 - 2022)
UX/UI/ Art manager of Go-Pop Up systems, sites, internal projects and side products: ShopLive (app and site) and Space Manager;

Sciensa - Senior UX/UI Designer (2018 - 2020)
UX/UI of Porto Seguro (insurance company) and internal projects. Speaker of Design Thinking at TechMeUP event;

Panamericana - Design and Art School - Teacher (2015 - 2018)
Teacher of Game Design, Art Direction, 2D Animation, Screenplay, UX, UI, Programming Logic and Stop-Motion techniques, also using the Adobe Creative Softwares;

Roquenrrou Media - Freelance - Creative Director (UX/UI Designer) (2013 - actual) Art and Design Studio. Sites, videos, animations, ebooks, apps, social media, games and UX consulting;

Insane Games - Creative Director (UX/UI Designer) (2009 - 2013)
Game Studio. Creative Director of the art team. Creation of UX, UI, conceptual arts, textures, images, character creation, videos, animations, interfaces, screenplays, texts, sites and apps;

One Digital - Art and Animation Director (2009)
Internet Agency. Production and Art and Animation Direction of sites, hotsites, videos and web related projects to clients as Bradesco, Samsung, Klabin, and others;

EDUCATION

Graphic Design and Art
UNESP - Universidade Estadual de São Paulo;

LANGUAGES

Español / Castellano Avanzado (Reading, writing and speaking);
English Advanced   (Reading, writing and speaking);
Português Nativo   (Reading, writing and speaking);

CONTACT

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PORTFOLIO

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