



## LALLO LEMOS

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[www.lallobydesign.com](http://www.lallobydesign.com)

### **Brand ambassador with more than 15 years of design experience.**

- Passionate about design and well versed in best practices and latest trends.
- Strong ability to understand business needs and translate them into effective design.
- Follow a user-centered design approach.
- Love beautiful & functional interfaces.
- Thrive in a collaborative environment.
- High level of creativity, flexibility and versatility.
- Unique ability to understand business needs and translate them into effective design.

## **EMPLOYMENT**

### **YAHOO - OATH • JAN 2017 / CURRENT • Principal Product Designer**

- Collaborated with product management, engineering and other stakeholders to define design vision and implement intuitive user interactions with our products and applications.
- Conceptualized original ideas that bring simplicity and user friendliness to complex design challenges.
- Lead innovation with thoughtful experience design and effectively communicated thinking through wireframes, storyboards, user flows, process flows, etc.
- Presented and justified design thinking and rationale through key milestone deliverables to peers and stakeholders.
- Established and promoted design guidelines, best practices and standards.
- Applied user-centered experience design practice and participate in regular user research.
- Participated in multiple projects simultaneously from planning to launch.

### **DATASIFT • Sept 2014 / Oct 2016 • Creative Director**

- Responsible for developing and overseeing DataSift's visual brand across all marketing channels; including web, print materials, sales and marketing collateral, events, online promotions, ads, emails and corporate.
- Established and drove brand consistency across all properties including DataSift's platform and web properties.
- Responsible for the redesign of DataSift's websites; including development of templates for data sheets, white papers, webinar decks, and e-books. Also responsible for all website graphics; including infographics, icons, and original illustrations.
- Developed new look & feel for DataSift's event program; including booth design development, print and digital signage, promotional collateral, assorted visuals, and guerrilla marketing.
- Worked closely with the executive team to develop fundraising and new partnership presentations (power point and keynote); including the development of original illustrations, iconography, and photography style.
- Partnered with VP of Marketing to develop and execute several creative ads and campaigns; including landing pages, organic and paid media, and social media assets such as infographics.

**HUDDLE** • Dec 2012 / Aug 2014 • **Creative Director**

- Led and oversaw Huddle's central creative services team comprising of designers and content writers.
- Acted as a brand ambassador. Ensured brand consistency in design and copy across all marketing channels. Created brand guidelines and standards for design and copy for marketing and product team to adhere to.
- Worked closely with the product UI team to ensure any brand changes in design and brand voice were reflected across the product and marketing channels.
- Acted as Senior Designer, review and revamp Huddle design templates. Created new designs for web site, email, print and offline media. Shared design workload with London-based designer/developer.
- Partnered with VP of Marketing to develop and execute big brand campaigns.
- Approved the final products/outputs from the entire creative services team.
- Managed external agencies and vendors.

**YP.COM - AT&T INTERACTIVE - INGENIO** • Jul 2006 / Dec 2012 • **Senior Digital Visual Designer**

- Senior Designer responsible for several digital marketing initiatives to support 5 different business units under the Ingenio/AT&T Interactive/Yellow Pages brands; including the design of multiple websites, banners, marketing landing pages, etc.
- Worked cross-functionally in the delivery of digital projects while meeting budget, deadlines and overall project goals.
- Communicated with stakeholders at all levels in the organization.
- Acted as Design lead in the redesign of [www.keen.com](http://www.keen.com).
- Developed designs for testing, observed testing in our Glendale labs, worked with team to make adjustments to designs post-testing.
- Participated in brainstorm sessions with team leads to uncover business needs and define messaging for seasonal campaigns.

**CREATIVE B'STRO** ([bstro.com](http://bstro.com)) • Feb 2005 / Jun 2006 • **Art Director**

- Managed creative execution for various clients; including **BabyCenter.com** (Johnson & Johnson), **Synergy** Corporate Housing, **NEC**, **Pharmacy TV** and **Sylvan Source**.
- Created brand identity for various clients.
- Oversaw design of marketing collateral for **NEC**, **Tivo**, **Baby Center**, **Newtek Technologies**, among others.
- Developed client presentations showcasing Creative Bstro's clientele and portfolio.
- Created storyboards for flash animations.
- Helped support Creative Bstro's growth, from a small team of 5 to a team of 20.
- Helped with print production.

## **FREELANCE DESIGNER** • Jan 2004 / Jan 2005

- **Zarzo** (creative direction for apparel start up business; including brand identity, corporate website, marketing collateral, trade show signage, illustration, photoshoots, print production, among others).
- **Urban Structure** (creative direction for architecture firm; including brand identity, corporate website, marketing collateral and print production).
- **Sharper Image** (creative development of banners, promotional landing pages, and various other website assets).

## **LOOKSMART** • Dec 2000 / Dec 2003 • Content Editor

- Responsible for building and developing Brazilian search directory.
- Added and classified quality websites to the Brazilian MSN directory.
- Assisted with implementation and optimization of online advertising campaigns.

## **EDUCATION**

### **General Assembly**

User Experience Design - San Francisco • 2014

Mobile Prototyping - San Francisco • 2014

### **Adobe**

Adobe Workshop Responsive Design • 2014

### **Faculdade da Cidade**

Rio de Janeiro - Brazil • 1993

B.A. Product and Graphic Development and Design

### **Superior School of Marketing and Advertisement**

Rio de Janeiro - Brazil • 1991

Marketing Certificate Program

### **San Francisco State University**

San Francisco • 2007

Flash

### **Center for the Electronic Arts**

San Francisco • 2000 -2001

Flash - HTML - Dreamweaver – Fireworks – Photoshop –

In Design – Illustrator

## **COMPUTER SKILLS**

Sketch • Photoshop • Illustrator • InDesign • Flinto • Axure • OmniGraffle • InVision • Figma

## **LANGUAGES**

English • Portuguese