



## Lorenza Carrillo

MANAGING DIRECTOR OF CREATIVE SERVICES

lorenza@outreachstrategists.com

### EXPERIENCE OVERVIEW

Lorenza is a Graphic Designer, with a background in Accounting and Finance. With an internal team, she collaborates and conceptualizes great ideas, and delivering impactful visual campaigns. As a brand strategist, she helps establish a brand's visual identity using standards on color, type, and how everything interacts together.

Half of her job is managing the graphics team, keeping the projects organized and on time. Her role at Outreach Strategists is emphasized in giving projects and companies a distinct look and feel, while communicating ideas effectively.

### RELEVANT CLIENT EXPERIENCE

- **Harris County- Project Recovery** | Graphic Designer (February 2020- current)  
Created design assets and brand applications, such as brochures, flyers and advertisements. Additionally, developed social media content to reach targeted individuals and increase awareness.
- **Houston Building Resilience** | Lead Designer (April 2019)  
Produced the layout of 70-page interactive training guide as well as the supplemental material, utilized in workshops training Houston leaders on how to build resilience to counter violent extremism.
- **University of South Carolina** | Graphic Designer (September 2018)  
To effectively communicate the ideas behind the ongoing Strategic Planning process, designed branded infographics, process maps and presentations in collaboration with Berkeley Research Group.
- **ProMéxico A.C.** | Graphic Designer (August 2018)  
Co-creation of strategy and visual content for innovative fundraiser campaign “Women that Fly High” . Conceptualized and designed marketing material to increase brand awareness in community events and fundraisers.