

Lorenzo Dzieduszycki
Art Director / Creative

Portfolio

www.99records.com

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References

Available upon request

Work Experience

London, UK

November 2024 - August 2025

Critical Mass (www.criticalmass.com)

UX/UI / Art Direction

In this rolling contract, I ensured design system consistency across multiple accounts and provided art direction to create brand-specific visuals.

Clients: BNY Mellon, Diageo.

London, UK

February 2016 - September 2024

Freelance (www.99records.com)

Art Direction / UI/UX / Branding / Product Designer

Delivered creative strategy, UX/UI, and art direction for international clients and agencies.

Collaborations: Critical Mass, Apple, Stinkdigital, Imagination, Huge, R/GA, StartJG, Rehabstudio, Storyworldwide, Interbrand, Sapient, Investis, Liquid Way, Havas, Born Group, McCann, Brand Union, Razorfish, AKQA.

Clients: Apple, British Gas, IWC, Range Rover, Adidas, Diageo, Red Bull, Google, Nike, Renault and more.

London, UK

November 2015 - February 2016

DigitasLBi (www.digitas.com)

Creative / Digital Art Director

Pitched concept strategies, agency rebranding, corporate site, e-commerce.

Clients: British Telecom, Samsung, Virgin Atlantic.

London, UK

January 2012 - October 2014

Born (www.borngroup.com)

Art Director

Agency rebranding, pitch concept strategies and designing corporate site for luxury fashion brands.

Clients: Net-a-Porter, Hotel Chocolat, Moet Hennessy, Harvey Nichols, Paul Smith.

London, UK

October 2010 - December 2012

Less Rain (www.lessrain.co.uk)

Creative / Art Director / Product Designer

Concepted and designed award-winning apps and websites for entertainment and retail. Develop concept strategies, and monitor the visual consistency of a client's brand throughout its full life cycle.

Clients: Nokia, Neoderma, Winton Capital, Redbull, Stella Artois, Alfa Romeo, Made in Me, Sky.

New York, USA

September 2006 - October 2010

HUGE Inc. (www.hugeinc.com)

Digital Art Director

Lead Designer and Art Director in e-commerce and branding initiatives. Participated in the growth and expansion of the company as a worldwide leader in new media communication.

Assisted with client presentations and coordinated the creative process and production cycle.

Clients: IKEA, New York Philharmonic, JCPenney, Jet Blue, Atlantic Records, Hugeinc.com, AIG, Amnesty International, Disney, Arup and more.

New York, USA

September 2004 - October 2006

Simone Giostra & Partners (www.sgp-a.com)

Senior Architecture Designer

Art Director and Graphic Designer for both interactive and print. Redesigned corporate site and brochure. Worked on architectural and digital design projects featured in Phaidon publications.

Clients: SGP Architects, Phaidon

Education

Accademia di Comunicazione

Bachelor degree in Graphic Design and Art Direction.
Milan, Italy (1999 - 2002)

Universita' di Firenze

Bachelor degree in Philosophy.
Florence, Italy (1997 - 2001)

Skills

UX/UI, Art Direction, Brand Identity, Design System, Concept Development, Visual Strategy, Product Design.

Tools

Industry standards for Interactive and print design: Figma, Sketch, Photoshop, Illustrator, InDesign, Procreate, After Effects, Final Cut, Vision, PowerPoint and more.

Languages

Italian / Native

English / Fluent

Spanish / Fluent

Awards

BIMA Awards 2010. Winner

Media & Entertainment - The Land of Me

Best App for Kids / Apps Magazine's 2012 Awards

The Land of Me

Adobe Max Awards 2010. Finalist

The Land of Me

FWA The Cutting Edge Award (29.04.14)

Cyberthreat Real-Time Map

Europen Design Awards 2010. Silver

The Land of Me

FWA Site of the day (11.09.11)

The Land of Me

FWA Awards Public Shortlist (27.06.11)

The Land of Me

FWA Site of the day (31.12.10)

www.costanavarino.com