

# DIEGO LO RUSSO

GRAPHIC DESIGNER / FADU, UBA



## INFORMATION

**Whatsapp:** +54 9 11 51220850

**E-mail:** diegolorusso@gmail.com

**Location:** Buenos Aires, Argentina

**Portfolio:** [www.diegolorusso.com.ar](http://www.diegolorusso.com.ar)

**Linkedin:** / diegolorusso

**Instagram:** / diegolorusso.dg

With over 20 years of experience in graphic design, branding, and teaching. Passionate about creativity and technology, I combine them to enhance brands and projects. Expert in Photoshop, Illustrator, and InDesign, I create visually compelling solutions with a strong aesthetic foundation.

## EDUCATION

- FADU / UNIVERSIDAD DE BUENOS AIRES**  
MAR 2001 - DEC 2006  
Bachelor's Degree in Graphic Design.
- E.T. N°37 "Hogar Naval Stella Maris" D.E. N°11**  
MAR 1995 • DEC 2000  
Secondary Education. Computer Technician and Network Installer.

## COURSES

- DIGITAL MARKETING OPERATOR / CFP N° 06 (2024)**  
Training focused on digital marketing, advertising, and communication. Development of e-commerce tools and multimedia solutions for social media. Analysis and selection of promotional strategies for products and services. Implementation and optimization of digital marketing plans.
- DIGITAL MARKETING / Instituto Guido Di Tella (2013)**  
Introduction to Digital Platforms. Metrics and Google Advertising. Social Media Advertising. Digital Analytics.
- WEB 2.0 TOOLS (2011)**  
Training conducted in Paris, France, sponsored by Telecom. Focus on developing Web 2.0 platforms and digital solutions.
- PHOTOGRAPHY / FADU (2010)**  
Analog photography workshop. Extracurricular course.
- CSS / Taller imagen (2010)**  
Specialization in CSS.
- ADOBE AFTER EFFECTS / Taller imagen (2009)**  
Animation with After Effects..

## DESIGN EXPERTISE

- Visual Design
- Editorial Design
- Web & Digital Design
- Multimedia Design
- Illustration
- Teaching
- Creative Coach / Mentor

## SOFTWARE SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Dreamweaver
- Adobe Premiere
- Microsoft Powerpoint
- Corel Draw
- Davinci
- Keynote
- Prezi
- Canva
- Artificial Intelligence Tools

## LANGUAGES

- Spanish: Native
- English: B1-B2 (Written and Oral)

## CORE VALUES

- Versatility
- Creativity
- Teamwork
- Speed
- Problem-Solving
- Empathy

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## PROFESSIONAL EXPERIENCE

### GRAPHIC DESIGNER, TEACHER, CREATIVE COACH & MENTOR

**Praxis Civil Association** / Aug 2021 • Present

- Design graphic pieces, illustrations, and editorial materials for the association and various entrepreneurs, ensuring strategic and effective visual communication.
- Conduct practical workshops on Branding, Commercial Communication Strategies, and Digital Literacy, training a wide community of entrepreneurs in content creation and brand strengthening.
- Develop educational resources such as video tutorials and graphic guides to empower participants in applying key concepts.
- Support entrepreneurs in conceptualizing their visual identity and brand narrative, generating innovative ideas that differentiate them in the market.
- Provide personalized mentorship in Branding, Digital Marketing, Social Media, and Web/App tools, helping enhance their presence and growth.

### GRAPHIC DESIGNER

**Freelance** / Jun 2013 • Present

- Collaborate with companies, entrepreneurs, and design agencies, specializing in branding, social campaigns, and artistic projects.
- Create logos, flyers, posters, album art, postcards, landing pages, and social media campaigns, ensuring visual coherence and effective communication.
- Offer graphic design training, teaching tools like Photoshop and Illustrator, tailored to clients' specific needs.
- Develop customized graphic and educational solutions that optimize creativity and results.

### DIGITAL MARKETING FACILITATOR

**Fundación Fundes** / Jul 2024 • Oct 2024

- Delivered virtual workshops on Digital Marketing for the LGBT+ community in Avellaneda and San Martín, as part of FUNDES training programs.
- Taught social media advertising strategies, digital analytics, and e-commerce tools, helping micro, small, and medium-sized businesses improve their digital presence.
- Guided participants in implementing effective marketing plans, optimizing their promotion and sales strategies.

### GRAPHIC DESIGNER

**Cachá la Quimera** / Oct 2014 • Dec 2020

- Designed posters, programs, video advertisements, and social media posts for theater productions and events organized by the theatrical collective.
- Created multimedia materials combining graphic design, video editing, and photography, ensuring visual consistency across all platforms.

### WEB DESIGNER

**Telecom** / Dec 2007 • May 2013

- Designed, managed, and updated websites, online campaigns (multimedia, landing pages, emailings), and offline materials, optimizing user experience and improving the effectiveness of digital communications.
- Created conference presentations, logos, videos, photographs, and illustrations, ensuring visual consistency across all deliverables.
- Performed CSS layouts and graphic adaptations that reduced corporate website loading times, significantly improving user experience.
- Collaborated with Marketing teams to plan online and offline campaigns, contributing creative ideas that optimized visual and strategic communication.

### GRAPHIC DESIGNER

**Deremate.com** / Aug 2006 • Nov 2007

- Redesigned newsletters, banners, and landing pages for multiple company portals (DeRemate.com, DePagos.com, DeMotores.com), improving the conversion rates of advertising pieces.
- Conducted graphic maintenance and optimization of digital assets, ensuring compliance with quality and effectiveness standards.