

Lorenzo Farris

Project Manager

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Interdisciplinary and solution-oriented Project Manager and Designer

I optimise and design processes using elegant and creative visual solutions with a strong focus on research.

I combine my creativity with strong interpersonal skills, and an approachable and resourceful personality.

Technical skills

Project & Process Management: Agile Methodology · Design Thinking · Kanban · Milestone & Task Tracking · Stakeholder Alignment · Cross-Team Coordination · Budget & Schedule Oversight

Tools: Jira · Confluence · Asana · Miro · WordPress · Elementor · Adobe CC · Affinity · MS Office · Google · Proton

Communication: Presentation and Public Speaking · Stage Presence · Active Listening · Editorial Coordination

AI & Automation: Claude AI · Gemini · Mistral Chat · Nano Banana · Flux BFL · Kittl

Languages: Italian (native) · English (C1) · German (C1)

Working Experience

Senior Designer and Consultant - 12.2023 - Today

Freelancer - Berlin, Germany

Senior Designer and Consultant with focus on clients in the B2B and creative sectors

- Design and improvement of design templates, design systems and brand identities
- Managed end-to-end creative and project workflows for B2B and creative-sector clients
- Conceptualisation, co-management and involvement in contemporary live theatre productions
- Consultant for projects through agile management, setting foundation for information sources and track of progress

Senior Designer - 03.2021 - 11.2023

Degura GmbH - Berlin, Germany

In-house Designer for a B2B Fintech start-up, designing and managing all the creative assets and projects

- Complete redesign of the brand identity and website and development of a consistent design system
- Art direction for innovative advertising campaigns in close collaboration with the marketing team
- Improvement of agile working methodology (Design Thinking and Kanban) in cross-functional teams
- Design and documentation of projects through agile management and regular update of Kanban board and Confluence

Designer - 10.2020 - 02.2021

Degura GmbH - Berlin, Germany

Freelance Designer for a B2B Fintech start-up, project basis for the newly formed marketing team

- Redesign of the website using WordPress and Elementor and optimisation of SEO, contents and visual assets
- Design of pitch decks, implementation of master presentations and visual templates for the entire company
- Assisted the Product Owner in the introduction of Agile Methodology within the marketing team and the company
- Coordination and management of parallel projects and support with the implementation of work processes

Graphic Designer - 04.2018 - 09.2020

Freelancer - Bremen and Berlin, Germany

Designer with focus on SMEs and creative sector

- Interdisciplinary design for graphic, branding and web projects using Adobe CC and WordPress + Elementor
- Conceptualisation and design of communication and marketing materials and social media campaigns
- Close collaboration with clients throughout all project phases through iterative processes and Design Thinking

Career Break - 06.2016 - 03.2018

Graphic Designer - 01.2016 - 06.2016

Freelancer - Bremen, Germany

Designer working with clients from various sectors

- Conceptualisation and design of social media campaigns and visual design templates
- Creation and design of editorial design projects, album covers and icon sets
- Self-taught fundamentals of Agile Methodology and project management with Jira and Confluence

Intern Graphic Designer - 08.2014 - 11.2014

Funky Fresh Factory (today WeRad) - Florence, Italy

Internship as Graphic Designer for a creative design agency

- Contribution to the design and management of the agency's projects and working methods
- Design and creation of animations, illustrations and icon sets
- Conception and design of web design projects, brand identities and cultural events

Editorial Coordinator and Author - 03.2013 - 05.2013

"Artigiani a Fumetti" - Graphic Journalism Exhibition - Artigianato e Palazzo - Florence, Italy

Editorial coordinator and co-author of a graphic journalism exhibition

- Interview, transcription and illustration of one story
- Promotion of the exhibition via social media campaign and press release
- Management and supervision of the project to meet budget and schedule

Editorial Coordinator and Author - 01.2011 - 10.2011

"Firenze a Fuoco Lento" - Graphic Journalism Book - Quartier Management Q2 - Florence, Italy

Editorial coordinator, motivator and co-author of a book on graphic journalism

- Set up, driving force and coordination of the editorial team and active support to shape the publishing project
- Management and supervision of the project to meet budget and schedule
- Conduction of several interviews, transcription and illustration of two stories

Artist and Project Manager - 06.2010 - 10.2010

"MegaStrip" - "Speech Storming" - Creativity Festival Firenze - Florence, Italy

Conceptualisation and moderation of two live art performances

- Conceptualisation, co-creation and management of two live performances
- Coordination, co-direction and collaboration with a group of ten performers and artists
- Participation and moderation of the two performances

Education

Bachelor in Design - 10.2011 - 12.2014

ISIA Firenze - Florence, Italy · University of Design - Completed with full grades

High School - 09.2005 - 07.2010

Liceo Scientifico Antonio Gramsci - Florence, Italy · Scientific High School

Social skills

Research · Commitment · Curiosity · Problem-solving · Resourcefulness · Project Management · Agile Methodology · Design Thinking · 1% Optimisation · Active listening · Presentation · Stage presence · Planning skills · Ability to improvise · Helpfulness · Team-work · Generosity · Affability · Calm demeanour

Hobbies and interests

Contemporary dance, theatre and performances

I am a performer, dancer and actor specialising in contemporary performances with a strong stage presence

GeoCaching and GeoGuessing

Player of GPS-based 'treasure hunts' and enthusiast about guessing world locations using satellite maps and hints

Cooking and nutrition

I like to cook delicious food and invent new recipes

Drawing and visual recording

Live drawings to translate complex ideas and concepts into clear and concise images to make them more accessible