

# LORENZO URAYAN

lorenzou.diaz@gmail.com  
<https://www.lorenzou.com/>

## EDUCATION

**Ringling College of Art & Design** | Game Art | August 2021 - May 2022  
*Sarasota, FL*

**University of Central Florida** | Media Production | January 2023 - Present  
*Orlando, FL*

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## LEADERSHIP EXPERIENCE

**Creative Director** | Asian Pacific American Coalition at UCF | August 2022 - April 2024  
*Orlando, FL*

- Directed the official rebrand for APAC including color scripts, font styles, and design mockups.
- Conceptualized the visual themes and marketing of events for over 300+ attendees and 17+ affiliate organizations, using workshops and cultural assemblies about APIA sociology and activism.
- Produced over 200+ assets including posters, t-shirts, and Canva elements.

**Art Director** | Blue Collar | February 2025  
*Orlando, FL*

- Shipped a game in 1 week for the Itch.io Brackeys Game Jam 2025.
- Collaborated under fast deadlines to provide props, environments, characters, and UI.
- Utilized Unity to light 2D assets and layout parallax-ready backgrounds.

## EXPERIENCE

**Commissioned Illustrator** | Untitled Tag Game (UTC) on Roblox | October 2024 - December 2024  
*Orlando, FL*

- Delivered splash art for UTC with an active player base of 7k+ players and 181.3M+ visits.
- Provided promotional illustrations during seasonal events and collaborations with other games such as DOORS (27k+ active users and 5.7B+ visits) and Slap Battles (11k active users and 2.7B+ visits).
- Integrated Roblox Studio workflows to produce 3D block outs for illustrations.

**Graphic Designer** | Oak Graphix | June 2023 - January 2025  
*Orlando, FL*

- Delivered over 100+ assets that reflected the ideals and values of the client including, but not limited to: business cards, website mockups, merchandise, and logos.
- Generated and matched multiple different art styles to appeal to various demographics from ages 4-16 years old and 18-25 years old.
- Partnered with researchers to visually recontextualize data from various medical studies.

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## SKILLS

### Technical

- Advanced Proficiency with Photoshop, Illustrator, Premiere Pro
- Working knowledge in Blender, Unity, and Figma.

### Soft Skills

- Collaborative, intuitive, efficient, determined, and open minded.