



LEO LAMMIE

Creative Director / Development Project Manager
Art Director / UX-UI Specialist / Game Designer
Panamá - English /Spanish

As a seasoned professional with 20 years of experience in marketing brands through commercial visual arts, as well as 12 years in the "digital world", I have become astutely aware of how quickly and dramatically the scope of the world is expanding.

I believe that use of technology-related products now comprises greater than 50% of the average human's behaviors and actions. The manner in which we communicate, the way we receive information, and the means by which we interact with others have all significantly changed within the past few years. As a result, we as human beings have effectively become "cyborgs", and like "cyborgs", our means of understanding things and using them is changing drastically.

Through proper marketing and branding, and in conjunction with ever-changing technology, there are ways to embed ideas in peoples' heads that can significantly alter the way they behave and do things.

I like that.

Armed with a thorough knowledge of new technologies and an understanding of the way they impact human behaviors, I genuinely enjoy the challenge of finding innovative and effective ways to communicate brands to people and subtly disrupt their daily habits by ultimately making them want something that they didn't even know they wanted.

Innovation is my unique ability and strength.

What is needed to effectively reach these consumers is an accomplished professional who possesses and exhibits the perfect combination of creativity, visual arts, technology knowledge, and marketing prowess, in addition to a deep understanding of the social and psychological patterns that shape consumer behaviors. I am this person.

SKILLS

- ▲ Creativity
- ▲ Design
- ▲ Illustration
- ▲ Brand Manage
- ▲ Project Manager
- ▲ UX/UI Designer
- ▲ Game Designer
- ▲ Digital Specialist
- ▲ Data Analyst
- ▲ FrontEnd Code
- ▼ BackEnd Code
- ▲ SEO
- ▼ AI
- ▲ Tech Innovation
- ▼ App Development
- ▲ Software Experimental
- ▲ Agile Methodology

XP



Founder / Development and Creative Director
Inventario - www.inventacosas.com

Apr 2018 – Present

Panama

Inventario is a Technology & Innovation Lab specialist in Apps / PWAs, Video Games, Augmented Reality, Virtual Reality and AI / Machine Learning and other experiments.



Creative & Art Director
Making Bulla - www.makingbulla.com

Aug 2018 – Present

Panama

I'm creative consultant and Marketing Science at Creative Boutique Making Bulla.



Creative Director
Leo Burnett Panamá

2016 – 2018

Panama

Manage a Team of Creative and Designers to create campaigns for International Companies such as McDonald's, Nestlé Central America, Citibank, Scotiabank and others.



Digital Creative Director
Publicis Panamá

2015 – 2018

Panama

Professional specializing in marketing innovative digital ideas for maximization of brands. Managing a multiplatform team from UX and interactive design, social media, content management and more.

For Brands like Nestlé Central America, Corporación El Sol, etc



Digital Creative
P4 Ogilvy & Mather Panamá

2012 – 2015

Panama

Conceptualization and developing of digital ideas for brands. In all there offline/online connections points



Creative Web & Interactive Designer
Cam4, VX Gateway, Consumer Electronic, Schematic, others.

2009 – 2012

Panama

Brand Creation and All Interactive Design, website, apps and marketing tools, for different online companies, from Australia and Canada.



Creative Designer & Illustrator

BBDO Panamá

2009 – 2010

Panama

Art Director, Design and Creation of Characters and illustrations.



Chief Creative Designer

Net Think Media

2009 – 2010

Panama

All around WebDesign, Interactive Design, Brand Creation and Managing a Design team, for adult entertainment Web company. Based in Canada.

ACCOMPLISHMENTS

VISUALISTMO

WORLD DESIGN DAY

SPEAKER

CORPORATIVE LOGO

DESIGN CONTEST

WINNER

UNIVERSITY OF PANAMA

TECH & INNOVATION

SPEAKER

GAME ANALYTICS

INTERNATIONAL CONVENTION

ONLINE SPEAKER

ADEN UNNIVERSITY

UX /UI DESIGN

SPEAKER

THE ARK PROJECT

INTERNATIONAL ART PROJECT

EXHIBITOR

Ni Sol, Ni Sal

First Web-Comic from Panamá

ILLUSTRATOR