

Joanna Lampe

CREATIVE DIRECTOR & DESIGNER

A dynamic and creative leader with proven experience in guiding design teams and clients through best-in-class digital transformations. Skilled in leveraging the power of design to craft compelling narratives, spark meaningful conversations, and drive impactful actions. Key contributor to a culture of creativity and innovation, with a keen eye for detail and a collaborative spirit.

SKILLS

Creative Direction
Conceptual Ideation
UI / UX Design
Art Direction
Creative Storytelling
Data Visualization
Prototyping
Generative AI
Print Design
Storyboarding
Workshop Design & Facilitation
Experience Strategy
Journey Mapping
UX Research & Testing
Engagement Management
Cross-Discipline Collaboration
Design System Creation
Team Leadership
Mentorship & Coaching
Company Culture Champion

CONTACT

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WORK EXPERIENCE

PwC Experience Center

Creative Director | 2019 - Present

Leads cross-functional teams to transform business challenges into impactful user experiences. Spearheads creative concepting for wide range of industries and solutions. Directs designers in collaborating with strategy and technical partners to create wireframes, high fidelity designs and prototypes while conducting research and facilitating client workshops.

Art Director | 2014 - 2019

UI Designer | 2013 - 2014

BGT Partners

Design Specialist | 2010 - 2013

BeTuitive Publishing

Lead Designer | 2007 - 2010

SELECT CLIENTS

Adobe	ADT
AT&T	Carnival Cruise Lines
Citrix	Eli Lilly
FPL	Genworth
Google	Kaiser Permanente
Liberty Mutual	Meta
Microsoft	Motorists Insurance
Pfizer	Northwestern Medicine
Public Sector	PwC Products
Shell	T-Mobile
Wyndham	

EDUCATION

BA in Studio Art, *cum laude*

The College of Wooster | 2003 - 2007

Studio Art Centers International
Florence, Italy | 2006