

# Martin Lorenzo da Rocha

## → Designer, Teacher & Researcher

Curitiba, Brazil, 28 years.  
Passionate about producing  
and researching images.

### EDUCATION

- 2014  
Web Development @ SENAI  
(PHP, UX, UI, SQL, HTML, CSS)  
**Technical Certification**
- 2019  
Advertising @ PUCPR  
**Bachelor Degree**
- 2023  
Design Theory & History @ UFPR /  
Federal University of Parana  
**Master's Degree**
- 2024 (on course)  
Philosophy of Education @ University of  
São Paulo  
**PhD**

### COURSES

- 2018  
Advertising @ REDHOOK  
Certification  
Creative Process, Art Direction &  
Copywriting
- 2020  
Vectorial Illustration @ Domestika
- 2023 (partially concluded)  
UX/UI Writting & Design @ Aldeia
- 2024 (partially concluded)  
Product Design @ How Bootcamp

### WORK EXPERIENCE

- 2016  
Art Direction Intern @ Célula PUCPR
- 2016  
Art Direction Intern @ REDHOOK
- 2017/19  
Jr. Art Director @ Candy Shop
- 2019/Current  
Designer @ Martin Design
- 2021  
Mid-Weight Designer @ Blue Lake  
Lumber (USA)
- 23/24 | 25/Current  
Mid-Weight Product Designer @  
Skillcore

### CLASSROOM EXPERIENCE

- 2020  
Speaker @ PUCPR  
Critical Perspectives on communication.
- 2021/22 (135 class hours)  
Teacher Intern @ UFPR  
Subjects: Language and perception  
theory; Color studies on concept design;  
Design and art history; Teaching design  
and student protagonism.
- 2025  
Graduation Teacher (12h) @ Univesp

### ACADEMIC PUBLICATIONS

- 2019  
Ugliness and Visual Communica-  
tion (Article) @ Intercom
- 2019  
Permanence/Erasure of moder-  
nism in Information Design (Article)  
@ CIDI
- 2019  
The Project as progress on design  
discourse (Article) @ P&D Design
- 2019  
The Projectual Discourse (Article)  
@ Design Articles
- 2019  
Project and Deconstruction  
(Dissertation) @UFPR
- 2024 (on progress)  
The image on the philosophy of  
language (Thesis) @USP

### QUALIFICATIONS

- Proficient in Adobe Creative  
Suite, Figma, and other design  
software.
- Advanced English communica-  
tion skills (spoken and written).
- Strong expertise in Brand Design  
and Product (UX/UI) Design.
- Skilled in photo editing, digital  
illustration, and visual composition.
- Strong interpersonal skills and  
ease in managing people and  
multidisciplinary teams.



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