GianLorenzo Caria

Interdisciplinary marketer and designer focused on user-centered digital experiences, brand storytelling, and campaign strategy. Brings technical fluency in frontend development to inform smarter design, execution, and cross-team collaboration.

gtc13@pitt.edu

484.985.2809

Pittsburgh, PA

King of Prussia, PA

Education

University of Pittsburgh - Pittsburgh, PA
BA, Digital Narrative and Interactive Design | 08/2021 - 05/2026
Interdisciplinary program spanning design, storytelling, and computing across the Dietrich School of Arts and Sciences and the School of Computing and Information.
Certificate in Public and Professional Writing & Digital Studies and Methods
Relavant Coursework
Integrating Writing and Design | Corporate Storytelling | Written Professional Communication | User-Centered Design | Narrative and Technology | Human Centered Systems

Experience

CivWiz, Developer | University of Pittsburgh School of Social Work / Ron Idoko
08/2025 - 12/2025
Worked with a small group; prototyped and developed a gamified learning application for web and mobile; used client-led requirements to cater to the needs of users and administrators; created wireframes using Figma; iterated designs based on user-testing and feedback; worked with Flutter for frontend development, Firebase for backend development

Krista Lorenzo Realty, Digital Content Creator | Remote / Cannonsburg, PA
10/2022 - 10/2023
Edited content using Adobe Premiere Pro; created short-form content for Instagram, TikTok, and Facebook; kept consistent editing schemes in line with the client's goals

Movember at Pitt, Digital Narrative and Content Lead | University of Pittsburgh
11/2023 - 06/2025
Led donation-driven campaigns via social media and in-person graphics and writing; managed a professional Instagram account; handled messages to and from the organization's social media; curated content and brand identity

Movember at Pitt, President | University of Pittsburgh
07/2025 - 05/2026
Manage a team of eight board members; raise funds for men's health benefits; restructuring the organization for future success with new board of directors; raised over $3000 during tenure

Skills and Proficiencies

- Adobe Suite (Illustrator, Premiere Pro, InDesign, Photoshop)
- Microsoft Suite
- Figma
- Canva
- HTML / CSS / JavaScript

- Marketing strategy and SEO
- User Experience and Design
- Brand Identity
- Persuasive Writing
- Project management
- Problem solving and decision making