

LYDIA LOPEZ

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EXPERIENCE:

Design Lead (2019 – Present)

Nehemiah Manufacturing Co. (*Partner of Procter & Gamble*)

- Lead all packaging and digital design across various brands in the business's \$130M laundry additive category from concept to market.
- Work directly with marketing team to develop and execute concepts for advertisements, marketing campaigns, and social media.
- Attend commercial video shoots to direct and execute concepts with excellence, collaborating with broad videography team, lighting, props, stylists and more to bring marketing vision to life.
- Optimize artwork for print press, work directly with vendors, and attend press checks to ensure consistent print accuracy.
- Create product mockups and 3D renderings for new products and/or packaging.
- Create short videos, conduct and direct product photography and lifestyle shoots, update brand and company websites.
- Conduct A/B testing for digital ads, e-commerce hero images, and rich media content.
- Various projects include sell sheets, PowerPoint designs, flyers, posters, marketing collateral, and more.
- Organically promoted over the course of 5+ years, from interning to full-time graphic designer, to graphic design lead, to then overseeing all creative design at the company, gaining higher level responsibilities as well as a leadership role, reporting directly to the CMO.
- Oversee and manage marketing and design interns as well as various creative contractors to ensure all projects are being managed and directed to the company standards and guidelines.

Multi-Media Designer (2019 – Present)

Freelance

- Work directly with small business clients from concept to market to create brand identity, logos, social media, advertisement, store signage, and websites.

EDUCATION:

University of Cincinnati (2017 – 2022)

Bachelor of Fine Arts • Digital Arts

Bachelor of Science • Information Technology

SKILLS:

- Ability to prioritize multiple projects in order to meet all deadlines and quality expectations, confident and experienced wearing multiple hats in a fast-paced environment.
- Enthusiastic and quick to learn new technologies, softwares and skills.
- Creative skillset including design, photography, videography, UI/UX, game and 3D modeling/animation.
- Proven proficiency in typography, logo/visual identity creation, spatial dynamics, and motion graphics.

SOFTWARE & TECHNICAL:

Illustrator • Photoshop • InDesign • After Effects • Premiere Pro • Microsoft Suite • Unity • HTML & CSS