

Rashmi B. Lopez | Creative Operations Manager

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Leadership Summary

- 15+ years hiring and onboarding creative & product design teams in organizations from seed/series A startups (30-200 employees, \$5M revenue) to global corporations (500-1000+ employees, \$85M revenue).
- Built creative operations processes, workflows, and resourcing from the ground-up, and managed 14 creatives and researchers at a high-growth series A healthtech startup, driving innovation and efficiency.
- Known for seamless departmental cross-functional collaboration, clear and accountable risk management, candid and kind communication, and charismatic, visionary goal setting, tracking and team leadership.

Executive Experience

Rashmi Lopez LLC – Remote

Creative Consultant, Jan 2024 to present

Creative affinity mapping sessions focused on confident storytelling, brand and strategic clarity, and systemized brand identity consistency. Visual brand identity design and design system development.

- Industries served: Wellness, beauty, CPG, entertainment, community & public health, healthcare, agriculture, experiential marketing, publishing
- Secured \$800k in investor funding for a pre-seed health tech startup through the development of a clearly-positioned brand identity, visual identity, and bespoke, tokenized design system library for team use in Figma, allowing them to fully develop their product suite within 6 months.
- Conducted a user study for a new public restroom concept that offered user-friendly physical product experience improvements, validating in-house product efforts without the guesswork
- Facilitated & led a workshop & presentation that unified Throne Labs' C-Suite team on their brand's visual direction, and permitted their marketing team to move forward with their brand strategy plans.

CareRev – Remote

Senior Design Director, Feb 2020 to Nov 2023

Reaching \$50M in Series A funding in 2021, CareRev is a healthcare staffing marketplace offering B2B enterprise SaaS solutions for flexible staffing at health systems and a free B2C app for on-demand healthcare professionals.

- Hired and managed a team of 14 x UX/UI & brand craftspeople—expanding the product design team by 350% in 2022 to meet growth demands.
- Spearheaded accessible and customer-centric practices into CareRev's omni-channel creative strategy by building brand guidelines, a design system, and customer segments as the company's Founding Designer.
- Accelerated \$50M Series A funding in 2021 by collaborating with executive leadership to design thoughtfully-organized pitch decks targeting angel investors and venture capital organizations.
- Single-handedly built and implemented design standard operations procedures from the ground-up: Career growth ladders, resource planning, workload management and capacity tracking, SOP build-out, process mapping & improvement, vendor management, metrics tracking, and design system maintenance.

Genius Sports – West Los Angeles, CA

Senior Visual Designer, Jan 2018 to Oct 2019

Genius Sports, growing from \$85M 2018 to \$115M 2019 and headquartered in the UK, is a B2B SaaS sports data provider to large fan engagement platforms globally.

- Updated brand strategy through customer research, competitive analysis, and optimized creative briefing. localization, whitelabel client needs, and better risk mitigation.
- Optimized design implementation speeds, and onboarded creative teams into a new GS design system utilizing MUI through the design and implementation of a bespoke internal MUI theme generator.

GoDaddy (d/b/a Media Temple) – Los Angeles, CA

Senior Designer, Jul 2016 to Oct 2017

Media Temple is a web-hosting SaaS company catering specifically to creatives and B2B Enterprise clients.

- Deepened brand impact and reach through elevated, conceptual design of multimedia campaigns, blog and social imagery, branded partnerships, and award-winning assets for events like SXSW & Wordcamp.
- Partnered with Product Managers and Engineers to improve the design of product UIs through UX/UI mockups and prototypes, and align on technical and business objectives.

Additional Experience

Mentor for DesignLab (Remote) • Freelance Senior Brand Designer II for GoDaddy (d/b/a Media Temple) • Graphic Artist for Beauty Encounter • Jr. Graphic Designer for Play N Trade Franchise, Inc. • Consumer Products Design Intern for IGN Entertainment • Web Designer for Voice Media Group

Awards & Certifications

Silver Davey Award, Integrated Campaign – Promotional and Branding • AAN Award, Online Category

Certifications & Affiliations

HCI Certification, MIT xPRO • Certified Workshopper Master, AJ&Smart • American Institute of Graphic Arts (AIGA) • Interaction Design Association (IxDA) • Entrepreneur League • The Olde Girls Club

Technical Proficiencies

<i>Platforms & Programming Languages</i>	Windows OS, Mac OS X/iOS, Android, HTML, CSS
<i>Software & Tools</i>	Google Workspace, Microsoft 365 (Excel, Word, Teams, etc.) Miro, Webflow, Adobe Creative Suite (Illustrator, Photoshop, InDesign, LightRoom, Bridge, Acrobat), Dropbox, Wrike, Confluence, Shortcut, Jira, Asana, Figma, Zeplin, Maze, Sprig, Mode, FullStory, Sprig, Amplitude, User Interviews
<i>Technologies & Methodologies</i>	AI, Mobile, Web, Design Systems, Agile Design, Design Thinking, Information Architecture, Creative Strategy, Art Direction, Creative Direction, Facilitation, Workshops, Leadership, Management, Competitive Analysis, Metrics, Customer Research, User Experience (UX), User Interface (UI), Process Mapping, OKR & Goal Setting

Education

Bachelor of Science (B.S.), Advertising • The Art Institute of California - Orange County