

# Cynthia Lopez

Senior Graphic Designer

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Austin, TX

With 8+ years of experience in digital and print, I create design solutions that connect, elevate brands and drive results.

## Skills

Adobe CC

Procreate

Webflow

Figma

Sketch

## Education

Aug 2010 – Dec 2015

**Bachelor of Arts in Graphic Design**

The University of Texas at

El Paso, El Paso, TX

Aug 2012 – Jan 2013

**Liberal Arts Program**

Vrije Universiteit

Amsterdam, NL

## Languages

English

Spanish

## Employment History

**Dec 2023 – Present**

**Senior Graphic Designer—Aspyr Media, Inc.**

**Austin, TX**

- Promoted after four years of consistently high performance.
- Design game logos and deluxe edition packaging for various titles.
- Oversee outsourced partners to ensure high-quality key art and trailers.
- Develop brand guidelines and style guides for internal and external use.
- Mentor junior designers, providing creative direction.

**Jan 2020 – Dec 2023**

**Graphic Designer—Aspyr Media, Inc.**

- Designed marketing assets (social, ads, email, web). Adapt visuals for diverse platforms—mobile, desktop, console.
- Support the video team by creating assets for trailers and social reels.
- Collaborated with art directors, marketing teams, and producers to ensure a cohesive visual identity across all platforms.

**Dec 2017 – Dec 2019**

**Graphic Designer—International Studies Abroad**

**Austin, TX**

- Created engaging digital assets such as social media ads, email newsletters, and presentations to enhance audience engagement.
- Designed a diverse range of print marketing materials to support brand communication and outreach.

**February 2016 – Nov 2017**

**Graphic & Web Designer—Native Rank Inc.**

**Denver, CO**

- Designed custom web interfaces, logos, and brand assets for diverse clients across various industries, collaborating with cross-functional teams to create visually engaging designs.
- Developed print marketing materials to enhance brand identity.