





Cynthia Lopez

Senior Graphic Designer

 cynthiaklopez.com
 +1 512 415 6029
 cynkalopez@gmail.com
 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
MidJourney AI

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

- Lead the visual development for marketing campaigns across digital, print, and physical packaging for high-profile titles.
- Design logos and promotional materials in collaboration with internal stakeholders and external studios.
- Develop brand guidelines and style guides for internal and external use.
- Mentor junior designers, providing creative direction.
- Develop and maintain web and digital assets, including campaign landing pages, email marketing, and animated content.

Jan 2020 – Dec 2023
Graphic Designer

- 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.