

Cynthia Lopez

Senior Marketing Designer

📍 Remote | ✉️ cynkalopez@gmail.com | 🌐 [Portfolio](#)

PROFESSIONAL SUMMARY

Senior Graphic Designer with 9+ years of experience creating marketing assets across digital, social, paid advertising, and print, including six years in the video game industry. Skilled in developing engaging creative for established game franchises, maintaining IP consistency, and collaborating with cross-functional teams to deliver high-quality static and motion assets.

EMPLOYMENT HISTORY

Aspyr Media

Remote

Senior Graphic Designer

Jan 2020 - Present

- Create marketing assets for established video game franchises across paid user acquisition, social media, email, web, and promotional campaigns
- Designed the Tomb Raider Deluxe Edition logo and packaging artwork, contributing to a sold-out pre-sale launch
- Develop static and motion-ready creative, including promotional banners, social content, animated assets, and video end slates
- Maintain visual consistency across game IPs, following established art direction, brand guidelines, and licensing requirements
- Collaborate with marketing teams, video editors, producers, and external partners to deliver campaign assets from concept through production

International Studies Abroad

Austin, TX

Graphic Designer

Apr 2018 - Dec 2019

- Designed and reviewed print templates, digital graphics, presentations, and promotional materials
- Maintained visual consistency, typography standards, and brand guidelines across creative assets
- Developed reusable templates and supported quality control across multi-channel campaigns
- Collaborated with marketing teams to refine layouts, resolve creative issues, and improve deliverables

Intiva Health

Austin, TX

Graphic Designer

Jan 2017 - Apr 2018

- Created and reviewed email templates, landing pages and social media graphics
- Ensured design accuracy, responsive compatibility, and consistent brand presentation
- Collaborated with cross-functional teams to support quality and timely delivery

Native Rank Advertising

Denver, CO

Graphic & Web Designer

Feb 2016 - Jan 2017

- Produced website graphics, social media assets, brand visuals, and marketing collateral for multiple clients

EDUCATION

The University of Texas at El Paso

El Paso, TX

Bachelor of Fine Arts in Graphic Design

Dec 2015

SKILLS

Video Game Marketing, User Acquisition Creatives, Game IP Guidelines, Art Direction, Creative Quality Control, Campaign Production, Promotional Artwork, Packaging Design, Static Advertising