

CYNTHIA LOPEZ

Senior Graphic Designer

PROFESSIONAL SUMMARY

Senior Graphic Designer with 9 years of experience creating high-impact design across digital, social, print, and motion. I turn complex ideas into clear, engaging visuals that drive results and elevate brand storytelling.

LINKS

Portfolio: cynthialopez.art, LinkedIn: linkedin.com.

EMPLOYMENT HISTORY

SENIOR GRAPHIC DESIGNER

Jan 2020 - Present

Aspyr Media

Austin, TX

- ◆ Lead digital and print design for global entertainment campaigns, producing large volumes of web-ready assets including banners, social graphics, landing pages, display ads, and promotional visuals.
- ◆ Develop product-forward compositions that maintain strict brand standards while supporting fast-paced marketing and retail timelines.
- ◆ Create motion-enhanced graphics, animated promos, and light motion studies to elevate visual storytelling across platforms.
- ◆ Collaborate with cross-functional teams, including producers, marketing, and art directors, to deliver high-quality assets under tight deadlines.
- ◆ Build scalable templates and design systems that enable efficient production workflows.
- ◆ Mentor junior designers, ensuring consistency, accuracy, and elevated visual standards across the team.

GRAPHIC DESIGNER

Jan 2018 - Dec 2020

International Studies Abroad

Austin, TX

- ◆ Designed digital and print assets including landing pages, social campaigns, web banners, brochures, and email graphics for seasonal and high-visibility campaigns.
- ◆ Produced clean, typographically refined layouts aligned with strict brand guidelines.
- ◆ Supported large content rollouts with organized, efficient production systems and tight deadline management.
- ◆ Modernized visual standards through updated templates, refreshed layouts, and improved design systems.

GRAPHIC DESIGNER

Nov 2017 - Dec 2018

Intiva Health

Austin, TX

- ◆ Designed promotional digital and print assets for healthcare products including social media ads, email graphics, event materials, and informational layouts.
- ◆ Simplified complex concepts through clear, user-friendly visuals and refined UI-ready graphics.
- ◆ Collaborated across marketing and product teams to maintain accuracy, brand consistency, and production efficiency.

GRAPHIC & WEB DESIGNER

Feb 2016 - Nov 2017

Native Rank, Inc.

Denver, CO

- ◆ Produced custom web layouts, landing pages, banners, and branded promotional graphics for clients across diverse industries.
- ◆ Designed high-volume digital assets optimized for performance, clarity, and conversion.
- ◆ Collaborated with developers and strategists to translate brand goals into engaging digital deliverables.

EDUCATION

BACHELOR OF ARTS IN GRAPHIC DESIGN, MINOR IN MEDIA ADVERTISING

The University of Texas at El Paso

El Paso, TX

SKILLS

Adobe Creative Suite, Figma, Sketch, Webflow, Procreate, Web design, Typography, Storyboarding, Mentorship.

LANGUAGES

English (*Native*), Spanish (*Native*).