

Heidi Lopez

(904) 405-8366 • heidilz1@outlook.com • FL

Hardworking, highly motivated professional eager to lend combined knowledge and skills to enhance business performance. Operates well in both individual and team capacities, leveraging seasoned work ethic to quickly adapt to different processes and drive company objectives. Resourceful and results-driven with a passion for growth and efficiency to meet company needs and increase service value.

Experience

JUN '22 - DEC '23

Brand Designer | Deloitte Digital, New York, NY

- Produced high-quality visuals that communicated key messages effectively.
- Worked closely with copywriters to ensure consistency between written content and visuals.
- Collaborated with the marketing team to ensure consistent implementation of the brand identity across all channels.
- Created digital assets such as web banners and social media graphics to support the brand identity.
- Experience in email campaigns utilizing Figma and Adobe Suite.
- Received constructive criticism to improve end result and grow as a designer.

MAR '22 - MAY '22

Graphic Design Assistant | Studiolo Secondari, Brooklyn, NY

- Researched and analyzed market trends to inform design decisions.
- Developed designs specifically to market to certain clients, aligning designs with clients' tastes and preferences.
- Implemented creative concepts in alignment with brand vision and identity.
- Researched current trends in design technologies and techniques to stay abreast of industry changes.

FEB '22 - MAY '22

Graduate Research Assistant | Pratt Institute, Brooklyn, NY

- Assisted artist Tom Klinkowstein in cataloging art from the late '70s to early 90's such as Print-outs, Paper press releases, Paper publications, Slides, Videotapes, etc
- Develop network system accordingly

Education

MAY '22

Master of Fine Art (M.F.A.) in Communication Design

Pratt Institute, Brooklyn, NY

APR '20

Bachelor of Science (B.S.) in Sociology

Jacksonville University, Jacksonville, FL

APR '20

Bachelor of Fine Art (B.F.A.) in Art

Jacksonville University, Jacksonville

Skills

Adobe Indesign, Illustrator, Photoshop, After Effects, XD, Figma

MacOS

Brand Strategy

Direct Email Campaigns

Public Presentations

Marketing Support

Microsoft Office

Creative Design Layouts

Adobe Illustrator

Company Branding

References

References available upon request