

DANIEL LOPEZ

Graphic Designer



DIGITAL PORTFOLIO

CONTACT

- 980-242-6796
- daniel.andres.dalf@gmail.com
- www.behance.net/daniellopez57

GRAPHIC DESIGN SKILLS

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|-------------------------------------------------------------|---------------------------------------|
| Art direction | Infographic design |
| Branding and visual identity | Logo design |
| Commercial photo manipulation | PowerPoint Presentation |
| Conceptualize and transform ideas into high impact projects | Strong aesthetic skills |
| Editorial design | UX/UI marketing and design |
| Illustration | Visual assets for marketing campaigns |
| | Web design (WordPress) |

LANGUAGES

- English
- Spanish

SOFTWARE SKILLS

- Adobe Illustrator:** create illustrations, infographics, icons, vectors, and packaging projects.
- Adobe Photoshop:** make advertising photomontages, mockups, retouch, color grading and illustration.
- Adobe InDesign:** produce editorial design, such as layouts, brochures, restaurant menus, and stationaries.
- Adobe After Effects:** make animations working with resources from other software such as Adobe Illustrator.
- Adobe Premier Pro:** audiovisual postproduction, video edition and creation of sequences and clips.
- Microsoft Suite:** design presentations and animation with PowerPoint; text work with MS Word and Excel for finance.
- Figma:** UI design, prototypes and product design for mobile and web.
- G Suite:** create documents in G-Docs and online formularies with G-Forms.
- WordPress:** create websites to develop high-impact layouts.

EDUCATION

Central Piedmont Community College

AAS, Advertising and Graphic Design

Google

UX Design Professional Certificate

Centro San Juan Bosco

Informatic IT

Courses certifications include

CREHANA, 2019 - present:

- Adobe Photoshop CC: expert in graphic design
- Advanced techniques in fine art postproduction
- Branding for digital brands
- Color grading
- Creation and design of digital portfolios
- Figma
- Iconography for digital brands
- Illustration
- Infographic design: creative and visual narration
- Logo design
- Photomontage for advertising with Photoshop
- Structure design for packaging
- UX/UI design

CAREER SUMMARY

Advertising Design: created for brands such as JAARS, Joylily Photography, Roberto Acosta, and others using different techniques such as photo manipulation and illustration.

Branding and visual identity development: Joylily Photography.

Creative narrative, copywriting: winning some writing competitions and recently writing an article for Honduras tips, a magazine from Honduras.

Designing assets: for digital and print formats such as responsive flyers, graphics, banners for social media, brand handbooks, menus, stationaries, and more.

Presentation design: Creating a visual and descriptive annual work report on PowerPoint for Roberto Acosta Kinder Garden.

RELATED EXPERIENCE

Classic Graphics, 2019

Worked in Classic Graphics for about a year; in the beginning packing, then I learned how to operate some machines such as Longford machinery, organize materials in order for them to be packaged, and take care of some projects.