DANIEL LOPEZ
Advertiser - Graphic - UX Designer

DIGITAL PORTFOLIO

CONTACT

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GRAPHIC DESIGN SKILLS

Branding and Visual Identity
- Brand Competitive Audit
- Build a Unique Visual System
- Define Brand Identity and Personality
- Logo Design
- Vertical Content Systems

Typography Design
- Editorial Design
- Infographic Design
- Presentation Design

Web Design
- Codding: HTML and CSS
- WordPress

Art and Postproduction
- Color Grading
- Commercial Photomanipulation
- Different Illustration Styles
- Matte Painting
- Photo Retouching

ADVERTISGN SKILLS

- Art Direction and Composition
- Communication Skills
- Conceptualize and Transform Ideas into High-impact Projects
- Copywriting Narrative, and Storytelling
- Creativity
- Defining Audience
- Problem-solving

UX SKILLS

- Build Wireframes in Low and High-fidelity
- Prototyping
- Emphasize, Define Problems, and Ideate Solutions
- Establish Objectives and KPIs
- Ux Design for Social Media
- Ux Research

SOFTWARES

Adobe
- Illustrator: four years
- Photoshop: four years
- Indesign: fwo years
- Premier Pro: one year
- After Effects: one year

Microsoft Suite:
- Word: six years
- Power Point: six years
- Excel: one year

Others:
- Figma: one year
- WordPress: one year

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

CAREER SUMMARY

JAARS:
Participate in a donation campaign, collaborating with copywriting department and creating digital and print assets such as an infographic, branded icons, and editing photographs.

Classic Graphics:
Operate machines such as Longford machinery, organize materials to package them by sequence, weight, or type, and take care of some packing projects.

Joylily Photography:
Rebrand and visual identity project; define the tone and personality of the brand; create a new visual structure, including a responsive logo, with its proper architecture and instructions to use it correctly, with meaningful color according to the brand; create typography, iconography and photography systems, additionally different sets of resources to use.

Roberto Acosta:
Collaborate with the director of this center to create an annual work report presentation, develop the information architecture system, create slides, and take photographs.

Personal Projects:
I'm passionate about design and advertising; I'm always working on personal projects to improve my skills as a designer and gather some news and challenge myself.