



Greg Lopez

310.926.8994 | greglopez@gmail.com
willphotoshopforfood.com

Innovative and detail-oriented Graphic Designer who embraces good design theory and ethics in order to maximize the effectiveness of the final product. Diverse design experience ranging from print, packaging, web, maintaining brand identity, photo retouching, pre-press, photography & social media.

ADVANCE SKILLS

- Photoshop CS5
- Illustrator CS5
- Indesign CS5
- Dreamweaver CS5
- Packaging
- Photography
- Color-Correction
- Photo Retouching
- Social Media

EXPERIENCE

Sotheby's International Realty • Beverly Hills, CA
Senior Graphic Designer • 03.05 – Present

Responsible for creating/maintaining advertising within the companies branding standards. Work under the V.P. of Marketing of the Western region to lead the creative team in all the marketing/advertising needs of over 800+ Realtors. Evaluates the competitive environment and suggests ongoing enhancements and alterations to existing materials, promotions and programs (both print and technology based). Customizes/enhances SIR brand and other third party initiatives (emarketing templates, presentations etc.) to be most appropriate for our markets and effective for our offices.

Los Angeles Times • Los Angeles, CA
Senior Graphic Designer • 06.02 – 03.05

Design and produced two weekly Real Estate publications with extreme time sensitive deadlines. Project managed team in designing full-page ads, working/maintaining databases, making sure all files were press ready, pagination of the magazine, coordinating with printer on press times and deliveries. Developed and designed company website for LA Times subsidiary, Caravan Express.

Duniway Stockroom Corporation • Mountain View, CA
Marketing Director/Web Manager • 06.01 – 05.02

Coordinated and designed all printed and online materials for company, maintained and updated current website on a daily basis, work under the V.P. of Marketing to produce tradeshow graphics, banners, b2b direct mailers, catalogs, brochures and promotional advertisements. Provided in-house technical support for staff. Provided support to staff including Spanish to English translation.

Ceres Candles & Gifts • San Francisco, CA
Senior Package Designer/Web Manager • 02.00 – 06.01

Art directed a team on companies candle and gift lines. Conceptualized, researched, designed and produced all art. Duties included package design, maintaining brand identity, print collateral and tradeshow graphics. Worked with Research & Development department on assigned projects in order to meet schedules and budget guidelines. Developed and maintained company's website. Worked as translator and trainee with the HR department.

TECHNICAL SKILLS

- Pre-press layout
- Press checks
- MS Office/Access
- Quark
- Mac/PC platforms
- Troubleshooting/upgrades

