

Lucia Lopez Gutierrez · Graphic Designer

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Young and innovative graphic designer invested in social justice as well as today's trends, with a solid base knowledge of the essential concepts of visual communication thanks to a four-year BA. Diversified experience in many projects including **video shooting & editing, layout & typography, 3D, branding & packaging, photography, and post-production work**. A keen interest in research-based practice and conceptualization utilizing different sources thanks to fluency in 3 languages. Professionally inducted and experienced in manual processes such as screenprinting, typesetting, bookbinding, lithography, ceramics and jewelry-making. Currently seeking a position in which to contribute my energy, skills, and teamwork ethos to a creative agency or studio.

KEY SKILLS

- Excellent presentation and communication skills
- Experienced with Adobe software (Photoshop, Illustrator, InDesign, Lightroom, Premiere, After Effects, Animate, XD...)
- Experienced with 3D: Cinema 4D, Blender
- Knowledge of website building platforms: SquareSpace
- Brainstorming, moodboarding and researching skills
- Spanish, English and French
- Digital literacy: quickly adaptable to new software
- Extensive knowledge about popular social media platforms: account management, internal systems, target audience...

EDUCATION

BA in Graphic Design, Visual Communication, Arts University Plymouth (Erasmus), ESDA (main school)

EXPERIENCE

Graphic Designer, Communications *European Confederation of Youth Clubs* **2024-2025**

Responsible for the creation of **corporate visuals** (including reports, manuals, and other assets) as well as **social media** graphics. Help in the organization of an international conference, production of the materials such as name badges, posters, newsletter, forms, etc. Full conceptualization and **development of a new website** and additional copywriting.

Graphic Designer *The Daebak Company* **2024**

Assisted in the creation of **digital assets**, mainly social media posts and also **email newsletters**, communicating and working alongside other designers.

Graphic Designer *Freelance* **2023**

Freelance work for a multitude of clients, in occasion in teams of 2 or 3 people: brief-based projects such as **branding, photography editing, website design and poster creation**.

Graphic Designer *Pernod Ricard Belgium* **2022**

Worked with a portfolio of very different and diverse brands, creating all sorts of visual content such as **video, print, merchandising, digital ads and banners**... Involved in all phases of the projects including the briefing, creative process and direction, as well as the production. These projects included **photoshoots, motion graphics, color grading, video editing, image editing**...