**Leticia Lopez**

Los Angeles, CA

Tel: 323-317-0092

E-mail: llopezgraphics@yahoo.com

URL: www.behance.net/llopez80

**Professional Skills**

Adobe Suite: Photoshop, Illustrator, Indesign, Font Management, Premiere Pro / Keynote

Microsoft Office: Power Point, Outlook, Excel, Word

Mac & Pc platforms

**NASG/ American Honda Motors, Torrance, CA. 06/2016 – *present***

**Graphic Designer**

•Created in-house marketing material which saved the company 60k quarterly

•Designed creative advertising content for various media including layout Billboards,

Flyers, Banners, Brochures uploaded to our website

•Developed artwork keynote presentations for distributor training events, training, car tags, along with tents, pins, booklets, certificates

•Performed video editing with the use of Premiere Pro

•Developed graphics and layout, Logo design mirroring company style

•Oversaw press check when printing brochures

•Created digital assets and was able to monetize these for the company as $50 per downloadable file

**Uma Enterprises, Compton, CA. 06/2016 – *2019***

**Freelance - Graphic Designer**

•Created design, concepts, and sample layout, based on knowledge of layout and aesthetic design concepts

•Developed Catalog design/Ads/Business card/Flyer

•Worked with sales team in the development of new product design and worked on Photo retouching

•Created Packaged Design and layout (DVD/CD’s)

•Prepared Preflight Files for print

•Prepared Print-ready PDF generation

**Exact Staff, Los Angeles, CA. 11/2015 – *2/2016***

**Freelance - Graphic Designer / Office Assistant**

•Successfully coordinated and managed catalog design

•Worked closely with client to create page layout

•Planned and completed photo editing / retouching

•Developed packaging design and translations

•Worked on banner and large format design

•Prepared print-ready PDF generation for print

•Created power point layout design

•Worked with client on vision and goals of various projects

**Paramount Graphic Studio, Paramount, CA. 08/2013 – *11/2015***

**Graphic Designer**

•Designed original graphics for fashion design campaigns

•Coordinated catalog design layout (bilingual English/Spanish)

•Executed Photo editing / retouching

•Strategic planning and brand management with customers

•Consistently completed assigned labor tasks per design specifications –

•Prepared preflight files for print

•Print-ready PDF generation

**Airguide Publications, Los Angeles, CA. 06/2007 –2*/2010***

**Graphic Designer**

•Support overall strategic goals of product with airport information research

•Completed page layout of 120 plus pages

•Meticulously proofread completed flight guide pages

**Education**

•California State University, Dominguez Hills, Carson, CA / Bachelor of Art, Graphic Design,

Minor in Digital Graphics

•Southern California Regional Occupational Center, Torrance, / CA Fashion Design Certificate

•El Camino, Community College, / Associate of Art