

Rafael Antonio Lopez III Sacramento, CA
shoppekidd@gmail.com | [SoundCloud](#)

Professional Summary

Rafael Antonio Lopez III is a multidisciplinary artist, producer, and multi-instrumentalist specializing in original music production, sound design, and visual storytelling. With a deep understanding that attention is the new currency, he crafts emotionally resonant, purpose-driven content built to connect and captivate. As a vessel for creation, all glory goes to the Most High.

Experience

Music Producer / Recording Engineer

Independent & Studio-Based | Sacramento, CA

2015 – Present

- Produced and sold original beats to local and emerging artists, building an early underground reputation starting at age 14
- Conducted hundreds of recording sessions in both professional studios (1 year) and mobile setups (10 years) using personal equipment
- Engineered, mixed, and mastered a wide variety of client projects, delivering high-quality audio for diverse musical styles
- Maintained long-term relationships with independent artists through reliable, consistent, and professional creative support
- Oversaw all phases of music production, from ideation and recording to final mix and delivery

Recording Artist / Performer

NEVERFINISHLAST (LLC) | Sacramento, CA

2014 – Present

- Released 28 original tracks and distributed a full-length album with over 45.5K+ plays on SoundCloud alone
 - Founded NEVERFINISHLAST, an independent creative label operating as a business entity to manage music, visuals, and collaborations
 - Performed live since age 11, including festival stages, open mics, and school concerts; recognized for dynamic, high-energy performances
 - Created music videos in partnership with local teams starting at age 16; gained attention from multiple record labels with contract offers
 - Completed 8 years of formal music training, including sight reading, band, orchestra, and choir; performed with Purdue University Marching Band
 - Awarded multiple gold medals in solo and ensemble competitions for instrumental performance
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Skills

- **DAWs:** FL Studio, Propellerhead Reason, Avid Pro Tools
 - **Production & Engineering:** Beat creation, sound design, mixing, mastering, recording sessions
 - **Instruments:** Piano, drums, guitar, orchestral and percussion instruments
 - **Musicianship:** Songwriting, vocal tracking, music theory, sheet reading, choral training
 - **Creative Direction:** Visual storytelling, music video concept development, branding
 - **Performance:** Live shows, festivals, open mics, marching band, school events
 - **Business:** Independent distribution, client session management, LLC operations
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Portfolio

SoundCloud: <https://on.soundcloud.com/dVoaTMeApHOiPEzD6P>