



# Hernan Lopez



**Graphic Designer**

*Aesthetic Vision. Functional Design.*

## Professional Summary

- With 15+ years in graphic design and leadership, I've managed projects for over 150 clients, covering logos, brand identities, web design, and print materials.
- Proficient in Adobe Creative Suite, I delivered campaigns that increased user engagement by 30%. My photography and videography work enhanced campaign performance by 25%.
- I streamlined workflows with team leaders, reducing production time by 15% while consistently meeting deadlines.
- My strong communication and organizational skills allow me to manage 10+ projects simultaneously, ensuring timely completion and effective collaboration with cross-functional teams.

## Contact Information

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## Skills

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Branding & Visual Identity
- Typography & Layout Design
- Web & Digital Design
- Print Design
- Color Theory
- Prepress & Print Production

## Education

A.A. in Graphic Design  
College of Southern Nevada | 2006

## Work Experience

Manager / Graphic Designer

We Print Vegas | 03/2011 – 06/2024

- Crafted cohesive brand identities and marketing materials for 150+ clients across diverse industries, achieving a 40% increase in client engagement and enhanced brand recognition.
- Led a team of 5+ designers to produce high-impact visuals for digital and print campaigns, contributing to a 35% increase in campaign performance.
- Designed custom social media graphics and advertisements, resulting in a 30% rise in customer acquisition through targeted Facebook and Instagram ads.
- Partnered with a cross-functional team on 10+ promotional projects per quarter, reducing delivery times by 15% and enhancing departmental coordination.
- Optimized digital content for web platforms, achieving a 25% boost in user engagement and 15% longer time spent on pages.
- Ensured precision and quality in design projects, maintaining a 99% on-time delivery rate over 13 years.
- Developed design systems, improving brand consistency and securing 85% of contract renewals within the first year.
- Mentored junior designers, enhancing team productivity by 20% and cutting revision times by 25% through feedback sessions and workshops.
- Streamlined workflows with a new project management system, reducing production times by 15% while maintaining a zero-mistake rate in final outputs.
- Managed end-to-end production of trade show materials, increasing booth traffic by 50% and generating \$500K in new business.
- Introduced data-driven design revisions, improving campaign performance by 18% based on analytics and A/B testing insights.
- Implemented new design processes, cutting average project turnaround time by two weeks and improving client satisfaction by 25%.

Graphic Designer

BHD Advertising Agency | 01/2008 – 01/2011

- Developed and managed brand visuals for small and medium-sized businesses, contributing to a 20% revenue growth for key clients over a three-year period.
- Created logos and brand identities for 50+ clients, enhancing brand recognition and loyalty.