



Laura Lopez

lauralop25@yahoo.es

+44(0)7786 408 649

www.lauralop.com - [LinkedIn](#)

About me

I am a freelance multimedia designer, motion graphics creator and illustrator.

As an all round designer and illustrator with experience in digital projects, print and web, I am proficient with the whole Cloud, and CS6 Adobe Master Collection packages for Mac and PC including Photoshop, InDesign, Illustrator, Aftereffects, Premiere, Animate and XD. I have some understanding of HTML, and knowledge of CMS, UI and UX, which allows me to work well with web teams and developers.

I have handled budgets; I project manage and mentor junior roles.

Employment

Senior Digital Designer at TBT Marketing Creative Agency

From November 2018 – TBT's Portfolio of globally known clients includes among others: IBM, Lenovo, Hewlett Packard Enterprise, Motion Graphics, animation and video editing projects for different clients; general graphic design of print and digital assets for multiple B2B world wide marketing campaigns and events. Assets include: Social media animated tiles (video edits, gifs / motion graphics), static and animate web banners, landing page prototypes, email design and coding, flyers, brochures, merchandising, eBooks, event stands, infographics and more.

Freelance Digital Designer and Illustrator

From February 2015 – Clients I have worked with include Intrepid Group, Scholastic, Thermaglaze, Clearglaze, and G Adventures UK.

Web - I produce digital content for online campaigns and email newsletters.

Print - Adhering to print deadlines and client briefs, my duties consist on the design of all kinds of graphics for print material: Identity, logos, brochures, flyers, cards and stationery. I have also produced books and illustrations for children's stories.

Designer at Scholastic Children Books

From January 08 – February 15

Reporting directly to the head of marketing and working closely with the product, marketing and publishing teams. Responsible for the design of all digital CMS content for Scholastic UK website and its UK Social Media accounts. Creating trailers, animations, video projects, banners, headers and email newsletters. Style guiding the design of the UK website, prototyping microsites, working closely with the web team.

Responsible for the design, development and successful delivery of all the Book Fairs promotional and marketing material for print and web;

In addition, producing illustrations and liaising with other commissioned illustrators. Line managing and coaching junior designers.

Freelance Production Designer for Film and TV

Oct 03 - May 05 and Sep 05 - March 07 – Mentorn TV, Constantine Entertainment, Mediazoo, Idream Productions, etc.

Supervising an Art Department team of 14, and managing tight budgets. Responsible for the graphic design, set design, construction and decoration of over 20 sets, script analysis and creation of comparative lists. Planning and organising the prop hiring and acquisition including collection, delivery and returns as well as prop making. Managing the storage of props and materials, and keeping detailed records.

Art Department Assistant – Graphic Designer

May 05 – Sep 05 – BBC Films, Home Movies and Mate Productions. Dir. Francesca Joseph, starring Stanley Tucci, Jenna Malone and Rhys Evans.

I worked on the production of all graphic visual material for the 35mm feature film "Four Last Songs".

Education

MA Design for Film and moving Image. School of Art, Architecture and Design, Leeds Metropolitan University

BA (Hons) Fine Arts: Universidad Complutense de Madrid, Spain

Book Illustration with Carolyn Dinan: Chelsea College of Art and Design, University of the Arts

Web Design and Animation with Flash: Central Saint Martins, University of the Arts

References available