

LAWRENCE L. LOPEZ

Creative Design Specialist | Brand Identity • Marketing Design • Apparel Graphics • Production • AI-Enhanced Design

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PROFESSIONAL SUMMARY

Creative Design Specialist with 20+ years of experience creating brand identities, marketing collateral, apparel graphics, presentations, and production-ready assets for print and digital platforms. Skilled in translating business goals into clear visual systems through typography, layout, image editing, prepress, and AI-enhanced concept development. Experienced supporting corporate teams, entrepreneurs, ministries, and production vendors with polished creative that strengthens brand presence and improves communication.

CORE CREATIVE SKILLS

Brand Identity & Visual Systems	Adobe Creative Cloud: Photoshop, Illustrator, InDesign
Marketing Collateral & Campaign Graphics	Figma, Canva, PowerPoint, HTML/CSS
Apparel & Merchandise Design	AI-Enhanced Concept Development
Editorial Layout & Presentation Design	Vendor Coordination & Print Management
Print Production, Prepress & File QA	Typography, Color, Layout & Visual Hierarchy

PROFESSIONAL EXPERIENCE

Freelance Creative Designer / Brand & Apparel Design Specialist
Lawrence Lopez Designs / The L3 Studio | 2020 – Present

- Created brand identities, apparel graphics, marketing collateral, and digital assets for small businesses, faith-based organizations, and independent creative projects.
- Developed logos, typography systems, color palettes, social media graphics, email headers, signage, lookbooks, and e-commerce visuals to support brand launches, events, and merchandise sales.
- Prepared production-ready artwork for print, apparel, large-format, and digital use, ensuring clean file setup, accurate color, and vendor-ready deliverables.
- Used AI-enhanced workflows to accelerate concept exploration, image development, mockups, and creative problem solving while maintaining hands-on design control.

Business Services & Marketing Specialist
CBRE | Feb 2015 – May 2020

- Designed branded presentations, pitch decks, brochures, offering memoranda, event collateral, and client-facing marketing materials for commercial real estate teams across multiple offices.
- Contributed to \$100K+ in revenue by supporting a strategic property rebranding initiative, including refreshed proposals, investor materials, and offering memoranda.
- Collaborated with sales, marketing, creative, and print teams to deliver high-volume projects with strong brand consistency, clean production files, and on-time execution.

Digital Print Production Specialist
CBRE | Feb 2012 – Feb 2015

- Streamlined digital print processes and file setup, improving output efficiency by 25% while maintaining brand and quality standards.
- Verified color, layout, and file accuracy for high-stakes deliverables, including investor materials, property signage, and corporate collateral.
- Applied finishing techniques (cutting, binding, mounting) to deliver polished, professional-grade marketing assets for brokers and clients.

ADDITIONAL ROLES

Walmart, Contract Work, Early Career

- Managed customer service and logistics roles at Walmart, strengthening attention to detail, time management, and problem-solving in fast-paced environments.
- Completed freelance design projects for clients including The Bicycle Hotel & Casino, Champion, Steven Label, and Europawatch, producing logos, marketing collateral, and production-ready artwork.

SELECTED DESIGN PROJECTS

Lawrence Lopez Designs / The L3 Studio — Developed brand identities, apparel graphics, social media visuals, and merchandise concepts for small businesses, nonprofits, and independent creative projects.

CBRE Property Rebrand — Supported proposal, investor, and offering memorandum redesigns tied to \$100K+ in revenue impact.

CBRE Marketing Collateral — Designed pitch decks, brochures, signage, event collateral, and client-facing materials for commercial real estate teams.

EDUCATION & CERTIFICATIONS

Associate of Science, Graphic Design — Art Institute of California, Santa Ana

Multimedia Coursework — DeVry Institute, Long Beach

Agentic AI and AI Agents: A Primer for Leaders — Vanderbilt University / Coursera

AI Creative Workflow & Prompt Engineering — Coursiv: ChatGPT, Claude, Midjourney, DALL·E, Gemini, Stable Diffusion, DeepSeek, Jasper AI, Lovable, AI Mastery

Procreate Creative Drawing Coursework — Skillshare