



Larry Lopez | (323) 684-6427 | [theL3Studio@live.com](mailto:theL3Studio@live.com)  
[www.theL3Studio.com](http://www.theL3Studio.com) | <https://www.linkedin.com/in/llopezl3>

---

### Professional Summary

Transformed brand identities and boosted client engagement through innovative graphic design solutions across digital and print platforms for over 20 years. Expert in crafting production-ready assets and streamlining print workflows, delivering high-quality projects on time with advanced proficiency in Adobe Creative Suite, Figma, and HTML/CSS. Passionate about creating visually impactful designs that drive results.

### Core Competencies

- **Production-Ready Graphics:** Custom layouts, logo vectorization, prepress, large-format printing
- **Visual & Digital Design:** Branding, UI/UX design, responsive social media graphics, marketing collateral
- **Print Production Expertise:** Quality control, color management, final print-ready files
- **Software Proficiency:** Adobe Illustrator, Photoshop, InDesign, Figma, Sketch, HTML/CSS
- **Project Management:** Workflow optimization, client collaboration, deadline-driven delivery
- **Communication & Collaboration:** Cross-functional team coordination, creative problem-solving

### Professional Experience

#### Freelance Graphic Designer | The L3 Studio | 2020 – Present

- Developed and executed cohesive brand identities—including logos, marketing materials, and e-commerce merchandise—for a diverse clientele ranging from small businesses to startups, resulting in a 12% increase in brand recognition and market engagement.
- Optimized visual content across digital platforms, leading to a 15% boost in client engagement and brand visibility.
- Delivered high-quality, production-ready assets on schedule, ensuring 100% adherence to print specifications and maintaining exceptional quality standards.

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

- Directed creative strategy for marketing materials, driving \$100K in revenue growth through targeted brand development.
- Designed branded presentations and pitch decks, enhancing client engagement and securing key accounts.
- Oversaw high-volume print production, achieving 100% accuracy and optimizing turnaround times.

#### Digital Print Production Specialist | CBRE | Feb 2012 – Feb 2015

- Produced high-quality digital print outputs, ensuring precise design reproduction across diverse projects.
- Increased print efficiency by 25% by streamlining workflows, including [e.g., “new file prep protocols”].
- Finished printed materials with bindery techniques, delivering professional, client-ready products.

### Additional Experience

- Digital Shopper | Walmart | Oct 2024 – Present  
Enhanced customer satisfaction through attention to detail and efficient service.
- Passenger Service Agent | G2 Secure Staff, LAX | Mar 2024 – Jul 2024  
Solved customer issues under pressure, maintaining high service standards.

### Early Career Graphic Design Roles (1990s – 2011)

- Delivered graphic design and print production for companies including Europawatch, Champion, and Steven Label.
- Created large-format graphics and marketing collateral, enhancing brand visibility for clients like The Bicycle Hotel & Casino.

### Education

- Graphic Design – The Art Institute of California, Santa Ana, CA
- Associate of Science, Multimedia – DeVry Institute, Long Beach, CA

### Professional Certifications

- Adobe Certified Professional – Photoshop, Illustrator, InDesign
- Web & Multimedia Design – Dreamweaver, QuarkXPress (North Orange County ROP)

### Recent Training:

- “Figma Essentials, Online Course, 2023”
- Generative AI (Coursera)