



Lawrence LOPEZ

Creative Design Specialist

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Portfolio: www.theL3Studio.com | LinkedIn: linkedin.com/in/llopezl3

PROFESSIONAL SUMMARY

With 20+ years of experience translating ideas into bold visual stories across branding, apparel, print, and digital platforms. Known for concept-driven thinking, visual storytelling, and bridging business strategy with striking design execution for brands, ministries, and corporate clients.

- **Visual Storytelling** – Brand identity, campaign visuals, digital narrative.
- **Cross-Platform Execution** – Social, print, motion, web, e-commerce.
- **Production Expertise** – Prepress, vector graphics, color fidelity, QA.
- **Creative Software** – Adobe CC (Photoshop, Illustrator, InDesign), Figma, Canva, HTML/CSS.
- **Team Collaboration** – Creative direction, cross-functional teamwork, vendor liaison.
- **Workflow Optimization** – Process refinement, deadline-driven production, agile tasking.

CORE CREATIVE STRENGTHS / SKILLS

- **Brand Identity & Visual Systems**
- **Apparel & Merchandise Design**
- **Editorial & Layout Design**
- **Concept-Driven Visual Storytelling**

PROFESSIONAL EXPERIENCE

Creative Director / Designer

The L3 Studio | 2020 – Present

- Lead creative direction for The L3 Studio, translating client goals into brand identities, apparel collections, and digital campaigns across social, web, and e-commerce.
- Develop cohesive visual systems (logos, typography, colors, templates) that improve brand consistency and perceived professionalism for small businesses and faith-based organizations.
- Design production-ready assets for print and digital—lookbooks, social media graphics, email headers, signage—supporting product launches, events, and online sales.
- Partner with vendors and printers to ensure color fidelity, prepress accuracy, and on-time delivery for short-run and large-format projects.

Business Services & Marketing Specialist

CBRE | Feb 2015 – May 2020

- Created branded presentations, pitch decks, brochures, and event collateral for commercial real estate marketing teams across multiple offices.
- Contributed to **\$100K+** in revenue by driving a strategic property rebranding initiative, refreshing proposals, offering memorandums, and investor materials.
- Collaborated with sales, creative, and print teams to execute high-volume projects **with zero file errors**, consistently meeting tight client deadlines.

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.

EDUCATION & CERTIFICATIONS

Associate of Science, Graphic Design – Art Institute of California (Santa Ana, CA)

Multimedia Coursework – DeVry Institute (Long Beach, CA)

- Adobe Certified Professional. 1987
- AI & Agentic AI Systems – Vanderbilt University (Coursera) 2024