

**Lawrence Lopez**

**Email:** theL3Studio@live.com | **Phone:** (323) 684-6427

**Location:** Sun City, CA

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Creative Designer & Marketer: Brand ID, Digital Media

**Summary**

Creative and solutions-driven designer with extensive experience in graphics, brand identity, and marketing. Proven track record in collaborating with high-profile corporations to achieve strategic business objectives. Adept at managing projects, enhancing productivity, and implementing effective solutions. Proficient in Adobe Creative Suite (InDesign, Illustrator, Photoshop), Microsoft Office, HTML, and web-based platforms. Currently excelling in customer service and operations in a high-pressure airport environment.

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**Skills**

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|--------------------------------|------------------------|
| Marketing Proficiency          | Customer Service       |
| Strategic Planning & Analysis  | Security Protocols     |
| Content Development            | Passenger Assistance   |
| Cross-functional Leadership    | Adobe Creative Suite   |
| Design & Collateral Production | HTML & Web Platforms   |
| Continuous Improvement         | Digital & Print Design |
| Performance Management         | Problem-Solving        |
| Brand Consistency              | Team Collaboration     |
| Project Management             | Graphic Design         |
| Clear Communication            | Branding & Identity    |
| Marketing Campaigns            | Social Media Marketing |
| Team Mentorship                | Content Creation       |
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**Professional Experience**

**Passenger Service Agent**

*G2 Secure Staff, LAX Airport, Los Angeles, CA*

**March 2024 – July 2024**

Execute diverse responsibilities including customer service, wayfinding, baggage scanning, and directing oversized items to the ramp. Guide passengers to TSA checkpoints for multiple airlines. Adhere to stringent security protocols and practices. Enhance customer satisfaction through effective communication and problem-solving.

**Graphic Designer - Freelance**

*The L3 Studio, Los Angeles, CA*

**May 2020 – Current**

Elevate brand presence and connect with target audiences through creative design methodologies. Craft compelling layouts for print, web, email, and social media. Design clothing and merchandise. Ensure brand consistency across all channels. Collaborate with clients to understand their vision and deliver tailored design solutions.

**Business Services / Marketing Specialist**

*CBRE, Newport Beach, CA*

**May 2015 – May 2020**

Led art development, producing graphic design layouts for collateral, contributing to a \$100K revenue increase. Facilitated seamless communication across teams and developed an intranet system. Revitalized branding for clients in commercial real estate. Managed digital marketing campaigns and social media content to increase client engagement.

**Digital Print Production**

*CBRE, Newport Beach, CA*

**Feb 2012 – May 2015**

Managed print projects, graphics, and prepress for marketing collateral. Streamlined production processes to improve efficiency and reduce costs. Collaborated with cross-functional teams to ensure high-quality deliverables.

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**Education**

Associate of Science, Graphic Design, The Art Institute of California (OC), Santa Ana, CA  
(2005 – 2007)

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**Certifications**

Certified in Dreamweaver, Illustrator, QuarkXPress, North Orange County ROP, Anaheim, CA  
Certified in Multimedia: PowerPoint, Illustrator, Photoshop, United Education Institute, Los Angeles, CA  
Certified in Computer Graphics, Platt College, Cerritos, CA  
Certified in Commercial Art, East LA Occupational Center, Los Angeles, CA

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**Licenses**

Life Insurance Agent, CA, #4247070