

# LAWRENCE LOPEZ

Creative Visual Designer | Branding | Marketing Graphics | Print & Digital Design

Murrieta, CA | (323) 684-6427 | theL3Studio@live.com

Portfolio: [www.theL3Studio.com](http://www.theL3Studio.com) | LinkedIn: <https://www.linkedin.com/in/llopez13>

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## PROFESSIONAL SUMMARY

Creative Visual Designer with 20+ years of experience creating marketing graphics, brand systems, and production-ready design for corporate and commercial clients. Expert in typography, layout systems, print production, and digital marketing visuals across Adobe Creative Suite and modern AI-assisted workflows.

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## SKILLS

Adobe Creative Suite, Illustrator, Photoshop, InDesign, Figma, Canva, HTML/CSS

Branding, Marketing Graphics, Presentation Design, Typography, Layout Systems, Print Production, AI-Assisted Design, Brand Identity Systems

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## EXPERIENCE

### Freelance Designer

#### The L3 Studio | 2020 – Present

- Designed logos, marketing collateral, and merchandise graphics for startups and small businesses.
  - Increased client engagement by up to 20% through optimized social media and campaign visuals.
  - Delivered production-ready print files and branding assets across 30+ projects annually.
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#### CBRE | 2012 – 2020

##### Business Services & Marketing Specialist | 2015 – 2020

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

- Designed marketing presentations, brochures, and branding materials supporting commercial real estate campaigns.
  - Contributed to initiatives supporting \$100K+ in new business growth.
  - Produced high-volume marketing materials and optimized production workflows, improving efficiency by 25%.
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#### Retail Associate (Part-Time)

##### Walmart | 2024 – Present

- Deliver efficient customer service while maintaining strong attention to detail and productivity standards.
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## Earlier Graphic Design Experience

Delivered print production and large-format graphics for clients including Europawatch, Champion, Steven Label, and The Bicycle Hotel & Casino.

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## EDUCATION

Graphic Design - Art Institute of California

Multimedia Studies - DeVry Institute

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## CERTIFICATIONS

Adobe Certified Professional

AI Agents - Vanderbilt University (Coursera)