

CREATIVE DIRECTOR



PORTFOLIO

SamanthaLopez.com

CONTACT

Samantha Lopez
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SKILLS

UI/UX
Sketch
Invision
Illustrator
Photoshop
InDesign
Dreamweaver
HTML5 & CSS
User Research
Photography
Typography
Concepting
Branding
Presenting
Managing

EDUCATION

The Ohio State University
Bachelor of Fine Arts Degree

The Art Institute of Boston
Foundation Curriculum
Photography

ABOUT

Art Lover
Juice Maker
Bike Rider
Polaroid Taker
Motorcycle Rever
Film Developer
Pun Maker
Culture Creator
Italian Talker

EXPERIENCE:

PROSPER MARKETPLACE SR. VISUAL DESIGNER // 2015-CURRENT

As the founding visual designer I helped develop an internal creative services team focused on re-branding, developing a style guide, and creative deliverables for print, web, and marketing. I worked closely with the President and head of PR to develop content for media, press releases, and conferences.

DOLLS KILL UX ART DIRECTOR 2014 -2015 // CONSULTANT 2015-CURRENT

Strategize and design the UI and UX of the website, mobile site, mobile app, and new responsive site. Re-design web pages and flows for optimum experiences with learnings from research and analytics. Design wireframes and high fidelity mockups with redlines for developers. Manage workflow of developers and a team of visual designers. Developed UI and brand styleguide.

SWIRL INTEGRATED MARKETING + SIDECAR AGENCY ART DIRECTOR + DESIGNER // 2010-2014

Created integrated campaigns and brand identities. Concepted and designed for web, mobile, print, and social media. Provided art direction for photo and video shoots. Supervised and directed teams of junior designers and freelancers. Managed project timelines. Presented concepts and creative to clients.

Clients: eBay, Half.com, PayPal, Western Athletics Club, Tria Beauty, Plant Construction, Torani, Lennar, Aquarium of the Bay, Smuin Ballet

IGIGI ART DIRECTOR + DESIGNER // 2009-2010

Worked directly with Head Fashion Designer and CTO to re-brand and modernize the web experience. Re-skinned website and created content pages. Improved search, filtering, and checkout UI. Designed print collateral for promotions and packaging. Art directed photo shoots, retouched all assets, initiated brainstorm sessions, and self managed projects and timelines.

MONSTER CABLE PRODUCT INC. PHOTOGRAPHER + STUDIO MANAGER // 2008-2009

Photographed, edited and retouched product images for packaging, e-commerce, and marketing materials. Managed studio schedules and shot lists. Initiated use of Cumulus online asset library for domestic and global teams to access all imagery.

GAP INC. DIRECT, PIPERLIME PHOTOGRAPHER + STUDIO MANAGER // 2006-2008

Managed daily work-flow and quality of photography and retouching of all products. Trained and managed photo assistants and freelancers on photography, retouching, and color correction. Developed brand style guides, training materials, and presentations for quarterly meetings. Managed studio schedules, equipment purchases and repairs.