

# Sol Lopez

## Creative Project Manager

sollopezdesign@gmail.com | sollopezdesigns.com/ | Los Angeles, Ca

### Experience

#### Graphic Designer

Health Equity

Research Education

Center

California State

University, Northridge

August 2023 - Present

- Develop creative solutions aligned with the university's visual identity, ensuring consistency across all deliverables.
- Collaborate with the communications team, director, and labs to produce marketing materials, including flyers, emails, web banners, and posters.
- Create web pages and maintain the university's website, ensuring seamless integration with branding.
- Design social media campaign materials to promote events and boost engagement.

#### Creative Project Manager

IntersectLA

California State

University, Northridge

August 2023 - Present

- Overseeing projects that include email, print assets, and digital deliverables while ensuring timely production for distribution.
- Defined project scope and adapted to fluctuating timelines and strict budgets, consistently meeting deadlines and financial targets.
- Managed over 20 projects annually, including design, video media, and web initiatives, with budgets totaling over \$50k.
- Possess in-depth knowledge of various departments, centers, and organizations, enabling effective collaboration and project alignment.
- Successfully led cross-functional teams of 10+ members, delivering projects on time and within scope, coordinating photoshoots for events, and overseeing social media platforms.
- Maintain the Art Department's website, ensuring it aligns with the department's needs and visual identity.

#### Web Producer

Bridget Sampson

July 2020 - July 2024

- Managed and inspect over 3 websites with clients' creative direction to align with core objectives, ensuring high-quality execution based on user experience and research.
- Researched and analyzed methods for website and user experience design, applying best practices across various software and browsers.
- Curated websites in alignment with brand specifications, providing diverse solutions to enhance functionality and accessibility.

### Skills

Leadership

Time management

Adaptability

Detail-Oriented

Graphic Design

Critical Thinking

Collaboration

Proactiveness

English & Spanish

Organization

Kanban

Actionable

Operations

Communication

Problem-Solver

### Tools

Adobe Creative

Cloud

Wordpress/Divi

Google Suite

Microsoft Suite

LinkedIn

HTML

CSS

Figma

Kanban

Slack / Discord

Loomly

Mailchimp

Asana , Monday

Drupal CMS

### Education

Bachelor's of Art in Graphic Design

California State University, Northridge

