

Tara Lopez

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SUMMARY

Creative professional illustrator, graphic designer and general artist with a comprehensive portfolio of original illustration, 2-D animation, page layout, web design and more. Open-minded team player with the ability to conceptualize, develop and execute quality design solutions. B.F.A. in Illustration and Animation from Parsons School of Design. Expertise in composition, aesthetics and hand drawing, including cartoon and realistic. Possesses advanced knowledge of Macromedia software and Adobe, including Creative Suite 6 and previous.

EXPERIENCE

Senior Graphic Designer

Mindspark Interactive, Inc., White Plains, NY

Feb. 2007 – Jan. 2016

- Illustrated and animated both original and licensed characters, settings and ancillaries for digital consumer properties, promotional and marketing campaigns and proof of concept proposals.
- Developed original fonts and employed appropriate typography.
- Led research of focus group for legacy scrapbook product redesign; adapted insights into proposal/wireframes.
- Developed two online game concepts “Cats & Catapults” and “Undeadies.”
- Conceptualized and named new product “Mangazine” – make your own manga application.
- Coordinated with team of designers, editing for consistent content and style of team designs.
- Collaborated with editorial, tech, product and marketing teams to illustrate, design and animate impacting consumer assets and marketing materials.
- Designed for compelling consumer-facing website presentation.
- Balanced editorial/visual composition for engaging email newsletter designs.

Freelance Illustrator/Graphic Designer

Various, New York, NY

May 2004 – current

- Created and illustrated weekly web comic “Bodega Ave,” (52 episodes)
- Illustrated cover and character pages for children’s book “Etienne and the Stardust Express” by Marc Abbott and “Fish Wants to Fly” by Russell Bird and Yunee Lee
- Commissioned for several illustrations for the chapbook of poet/artist Diane Wah.
- Commissioned for article and cover illustrations for comedy magazine “Two Drink Minimum”.
- Storyboarded and developed a five-minute animation for “Hitman-Contracts” iGuide DVD intro for gNET Media/EIDOS Entertainment.

Graphic Designer

Hey Kids, New York, NY

July 2005 – Aug. 2006

- Assisted in page layout design in Adobe InDesign.
- Created page templates, poured text, and preflighted for publication.
- Created graphics and icons in Adobe Illustrator and Photoshop.
- Edited and color corrected hires photos and art for use in publications.

Junior Web Designer

Happy Viper, New York, NY

April 2005 – Aug. 2005

- Assisted in webpage design with Adobe Illustrator and Macromedia Flash.
- Illustrated elements used for websites.
- Animated portions of websites in Macromedia Flash.

Graphic Designer/Photo Retoucher/Production Assistant

MKR Design, New York, NY

June 2002 – June 2004

- Assisted in page layout design in Adobe InDesign CS.
- Created page templates, poured text, and preflighted for publication.
- Created graphics and icons in Adobe Illustrator CS and Photoshop CS

EDUCATION

Parsons School of Design, New School University, New York, NY—B.F.A. Illustration and Animation (2004)

SKILLS & PROFESSIONAL ACTIVITIES

Adobe Creative Suite (Flash, Illustrator, Photoshop, Premiere), After Effects, Microsoft Office, Painting (Watercolor), Pencil and Ink sketching and drawing.