



DIEGO LÓPEZ
MARKETING / DESIGN

INTRO_

Experienced graphic designer and marketer with over 10 years of international experience. Skilled in graphic design using Adobe Suite, Figma, and Google Suite. Proficient in UX/UI, photography, videography, editing, packaging, content creation, and digital marketing.

Managed multidisciplinary teams and led end-to-end product launches. Worked as a freelancer, creating customized strategies for companies and entrepreneurs.

Seeking a company that aligns with my vision and values. Willing to relocate.

CONTACT_

 Shenzhen, China
Querétaro, México

 34 Years old

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 dibox.diego@gmail.com

 diegoportfolio.com

EDUCATION_

Marketing Bachelors Degree at EBC
Querétaro, México, 2009-2013

Graphic Design Certificate at TONK
Querétaro, México, 2012

UI/UX Certificate from Google
Coursera, 2023,

SKILLS_

Management	Adobe Suite
Branding	(PS, AI, XD, PR, AE)
UX/UI	Office Suite
Illustration	Figma / Sketch
Digital Marketing	
Graphic Design	
Photography	

LANGUAGES_

 Spanish (Native Speaker)

 English (Full Professional Level)

 Chinese (Intermediate)

WORK EXPERIENCE_

Jan 2017 - Present (Shenzhen, China)

Design Manager at APPTUTTI

- Managed the design team at APPTUTTI, overseeing and guiding projects from conception to completion.
- Created diverse designs for print, digital, and web-based platforms.
- Successfully revamped the corporate website and mobile applications.
- Led the "TUTTI Club" Project (Mobile Game Appstore) from conceptualization to branding, sketches, UI/UX design, advertisements, and graphic design.

Jun 2015 - Jan 2017 (Shenzhen, China)

Graphic Designer at Raise Trend

- Teamed up with Marketing, Fashion Design, and Sales to create designs aligned with market objectives.
- Crafted eye-catching designs for magazine ads, flyers, and booth designs for exhibitions, including posters, flyers, and decorations.
- Developed designs for fashion trend books to showcase new and exciting trends.
- Spearheaded the effort to develop a new Visual Identity (VI).

Nov 2014 - May 2015 (Querétaro, México)

Marketing Specialist at NC Tech / XpertCad

- Enhanced brand visibility on social media platforms (Facebook, Twitter, LinkedIn, YouTube), involving content creation, copywriting, social media design, and SEO.
- Defined a new brand's visual identity for XpertCad.
- Crafted diverse social media and digital marketing campaigns to elevate brand awareness and interactions.
- Created compelling video and photo content for various formats, including social media, websites, and marketing materials.

Feb 2012 - Nov 2014 (Querétaro, México)

Founder and Creative at Cosmonaut Design Studio

- Developed comprehensive marketing plans for startups and small businesses, encompassing market research, branding, graphic design, digital marketing, and printed materials.
- Led a comprehensive rebranding effort of "Tapioca World" to appeal to health-conscious consumers, refining messaging, visual identity, and marketing strategies for a more targeted and effective market positioning."
- Developed 'Friends & Food,' a new Fast Food brand, starting from ground zero. Conducted extensive market research to inform every aspect of the brand, including branding, menu design, custom interior design, marketing strategies, social media presence, photography, and more.

May 2010 - Jan 2012 (Querétaro, México)

Sales Executive at Escuela Bancaria y Comercial

- Engaged actively with potential students, providing information about academic programs, admission requirements, and campus life.
- Organized and actively participated in promotional events, such as campus tours, open houses, and recruitment fairs.
- Maintained accurate records of interactions with prospective students and utilized data for continuous improvement of recruitment strategies.
- Followed up assertively with potential students, addressing inquiries, and providing additional information to support their decision-making process.