



DIEGO LÓPEZ

MARKETING / DESIGN

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,

HTML and CSS
Codecademy, 2024

SKILLS

Photoshop 
Illustrator 
InDesign 
Figma/Sketch/XD 
Video Editing 
Photography 
UI / UX 

LANGUAGES

Spanish (Native Speaker)
English (Full Professional Level)
Chinese (Beginner/Intermediate)

WORK EXPERIENCE

2025 - Currently
Freelance Designer

- Work on a variety of creative and digital projects, including photography, video editing, graphic design, social media design, web/UX/UI design, Amazon A+ content, and mobile game localization.

Jan 2017 - Jan 2025 (Shenzhen, China)
Design Manager at APPTUTTI

- Managed end-to-end design projects ensuring timely delivery.
- Adapted graphics for the Chinese audience.
- Created diverse designs for print, digital, and web platforms.
- Collaborated with teams for planning, budgeting, and innovation.
- Led brainstorming sessions for creative solutions.

Jun 2015 - Jan 2017 (Shenzhen, China)
Graphic Designer at Raise Trend

- Worked on designs aligned with the company's vision.
- Developed eye-catching advertisements.
- Collaborated on appealing brand strategies.
- Created designs for fashion trend books.

Nov 2014 - May 2015 (Querétaro, México)
Marketing Specialist at NC Tech / XpertCad

- Led brand awareness on social media platforms.
- Utilized graphic design for company projects and campaigns.
- Contributed to defining the brand's visual identity.
- Created engaging content for the corporate blog.
- Devised innovative advertising strategies.

Feb 2012 - Nov 2014 (Querétaro, México)
Founder and Creative at Cosmonaut Design Studio

- Developed customized branding plans for startups and small businesses.
- Crafted unique marketing ideas.
- Executed social media plans.
- Created graphic designs for advertising, layouts, and events.
- Produced product and event photography for clients.

May 2010 - Jan 2012 (Querétaro, México)
Sales Executive at Escuela Bancaria y Comercial

- Managed and enhanced the customer database.
- Engaged with potential students and families.
- Provided exceptional customer service.
- Ensured a smooth transition for new students joining the university.

WECHAT

dibox_diego

PHONE

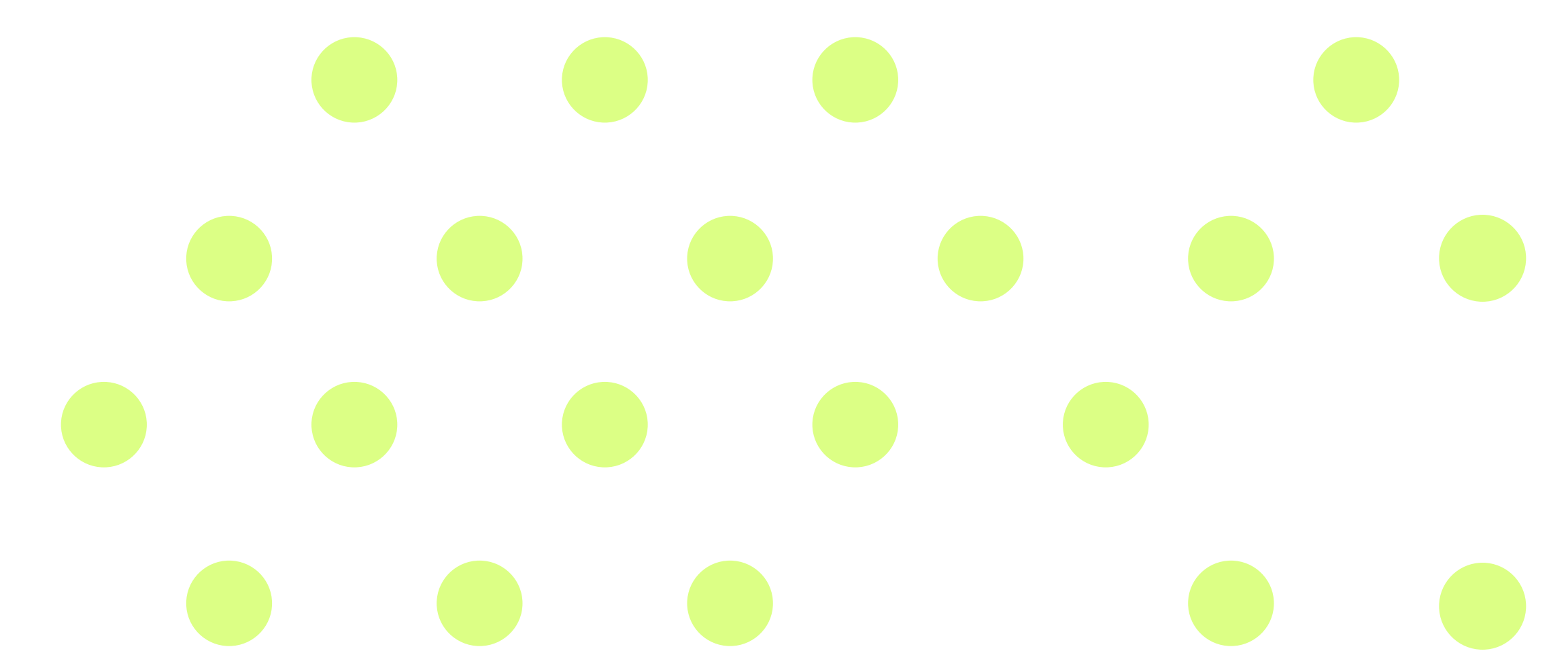
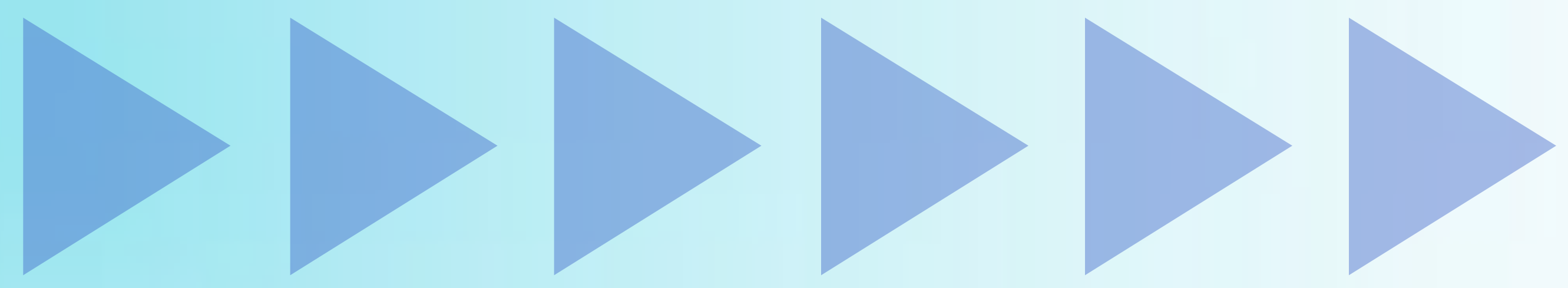
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RAYCA

BRANDING

PRINTED MEDIA

Rayca, a moving company, approached me for a brochure design project but I convinced them to undergo a comprehensive rebranding journey. The result was a captivating brochure and a rejuvenated brand identity that positioned them as a forward-thinking leader in the industry.

RE-BRANDING



ORIGINAL

AFTER

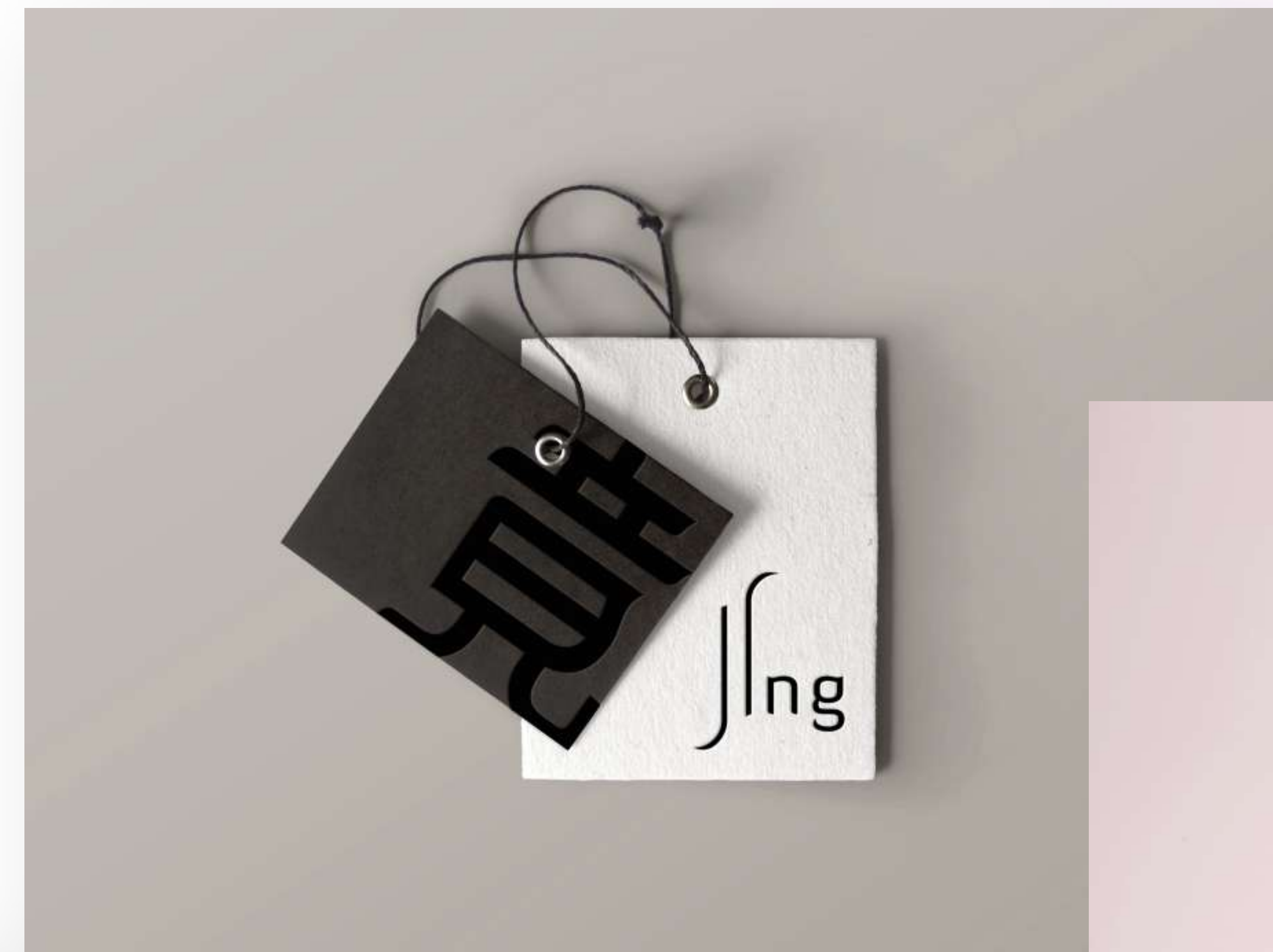


JING

BRANDING

PRINTED MEDIA

In this project, I had the privilege of shaping the branding for a prestigious Chinese dress fashion company. Through meticulous design and creative vision, I crafted a brand identity that exudes elegance, sophistication, and cultural richness. The result is a harmonious blend of tradition and modernity



FINAL LOGO

APPTUTTI

BRANDING

MARKETING

UX / UI

ILLUSTRATION

SOCIAL MEDIA

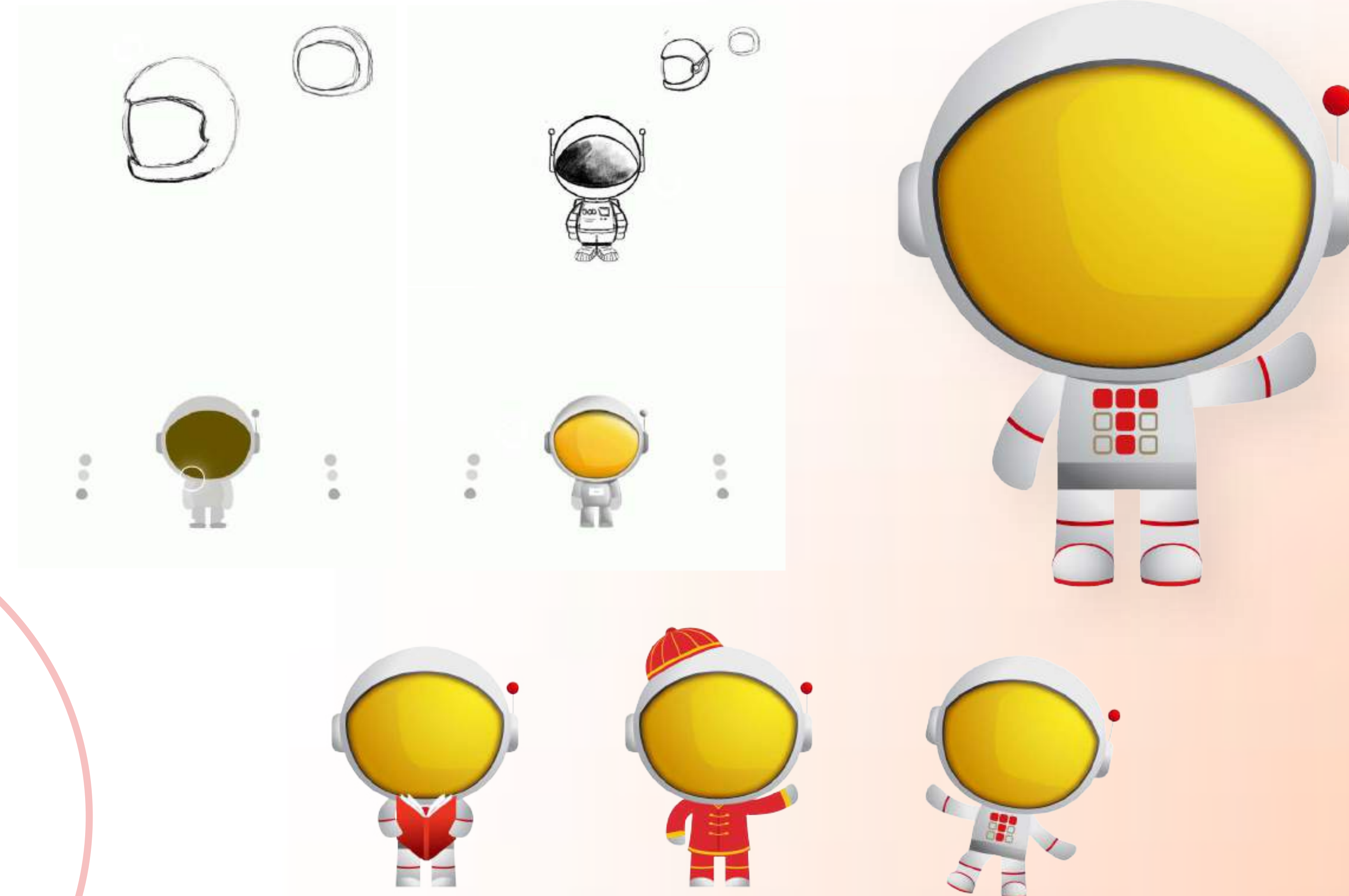
As an Executive Designer at APPTUTTI, I led various design initiatives, including website redesign, UI/UX projects, localization efforts, social media design, and marketing assets. These efforts contributed to the success of overseas mobile app and game developers entering the Chinese market by providing a strong online presence, user-friendly interfaces, engaging social media content, and effective marketing materials. This role empowered developers to thrive in the dynamic Chinese market, bridging cultural and market gaps through design.



TUTTI VIEWER UX / UI DESIGN



WEBSITE UX / UI DESIGN



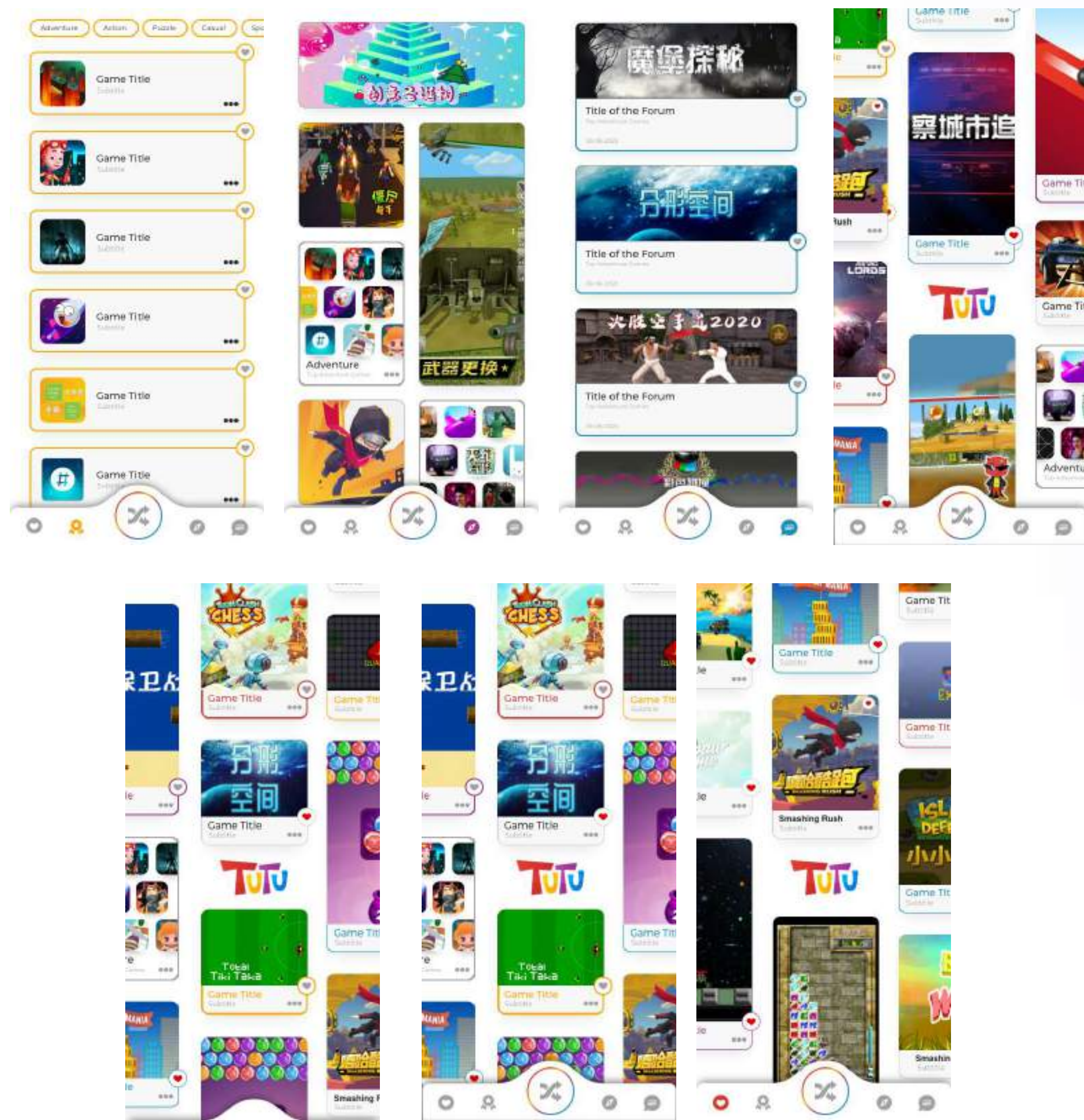
“TUTTINAUT” MASCOT ILLUSTRATION



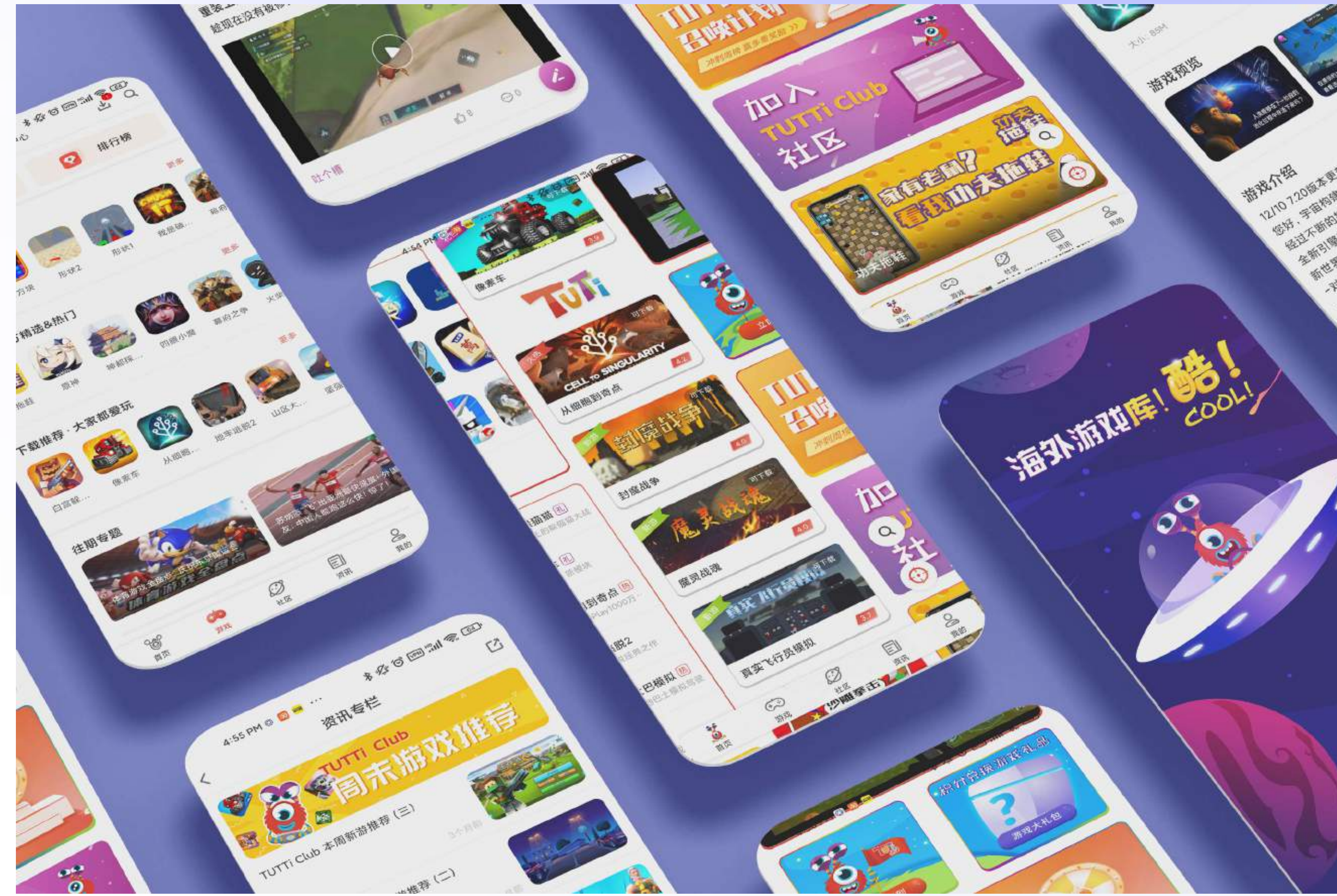
SOCIAL MEDIA DESIGN

GRAPHIC GRAPHIC
GRAPHIC

SIGNER DESIGNER
DESIGNER



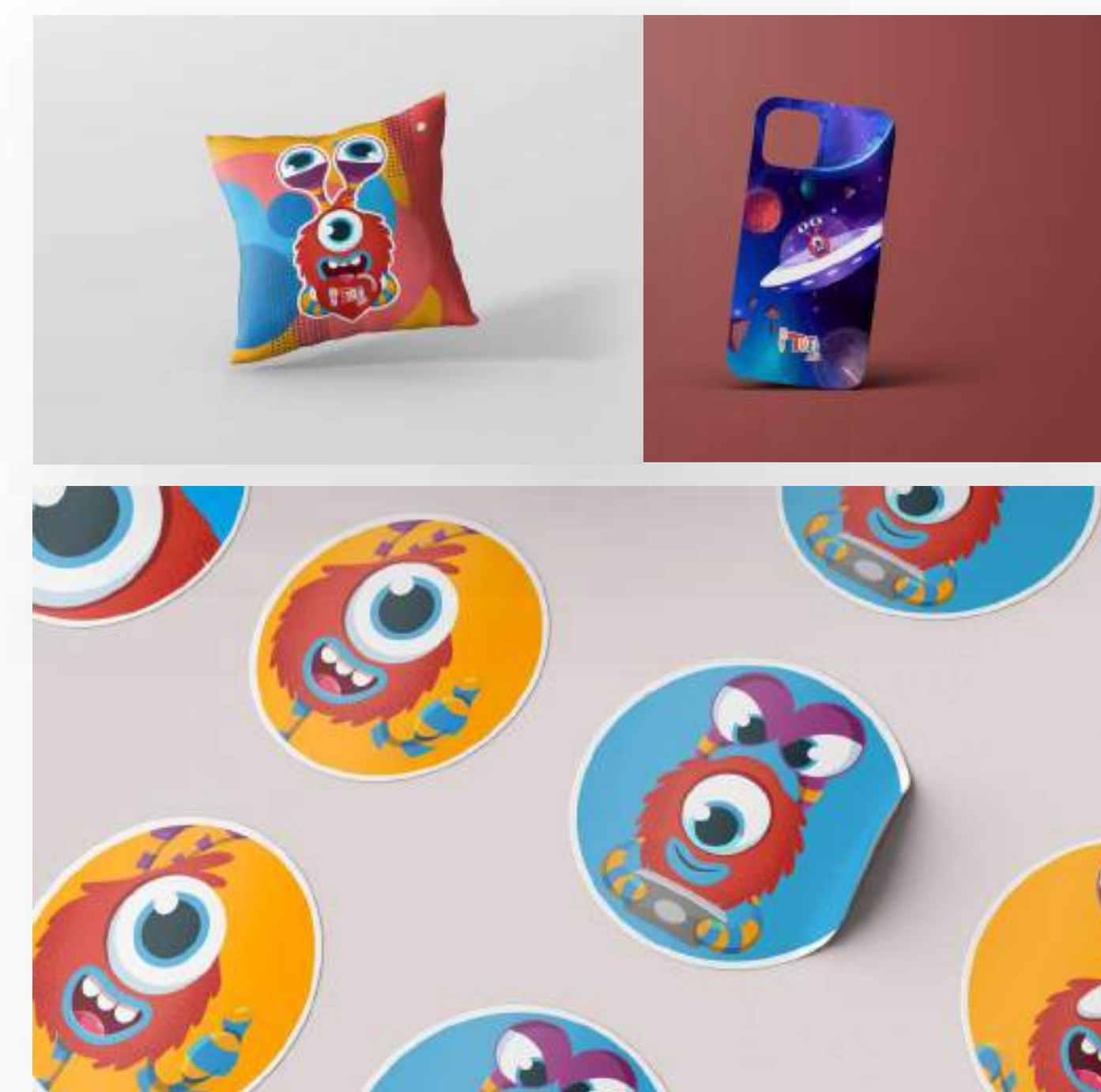
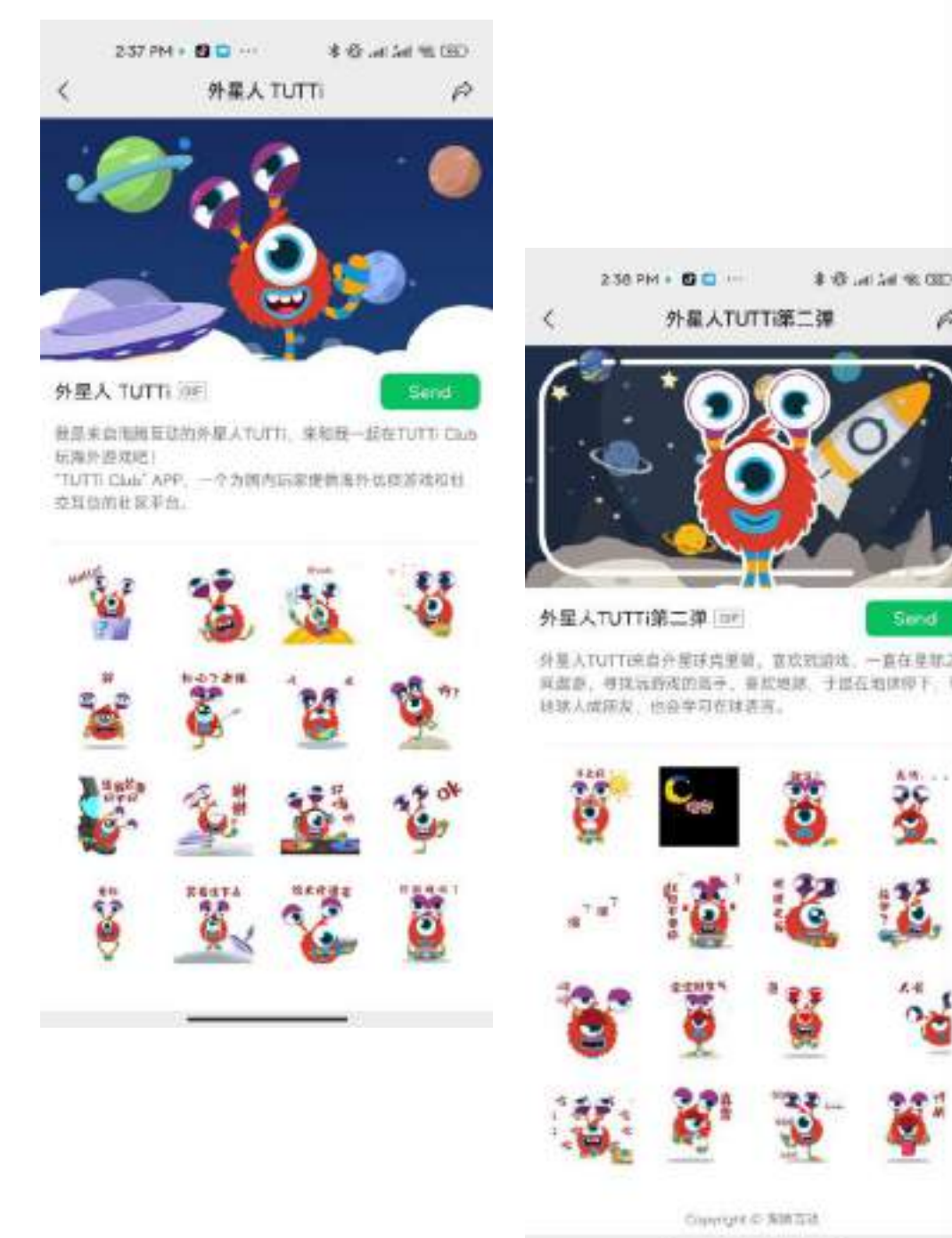
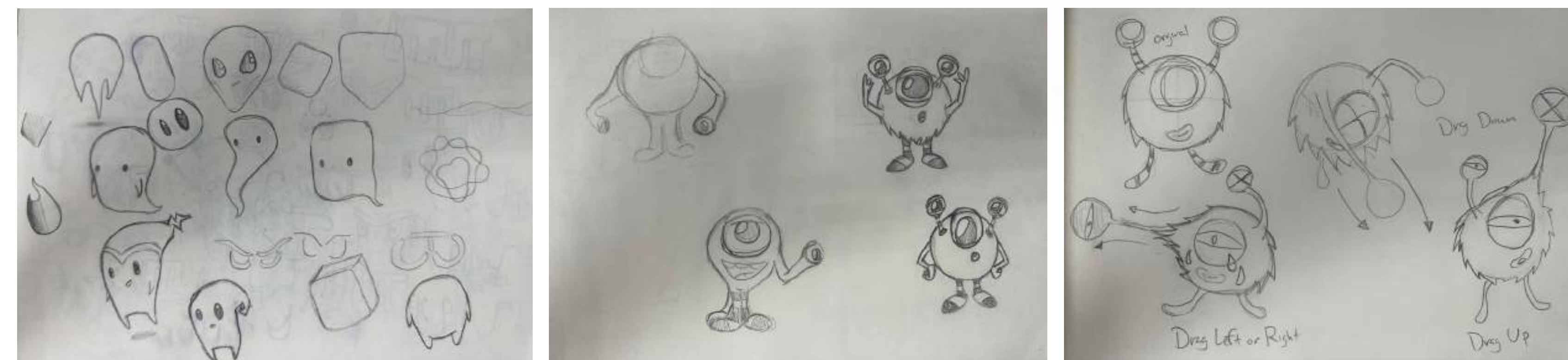
HI-FIDELITY DRAFTS



APP STORE UI / UX DESIGN



TUTTI MASCOT



TUTTI CLUB

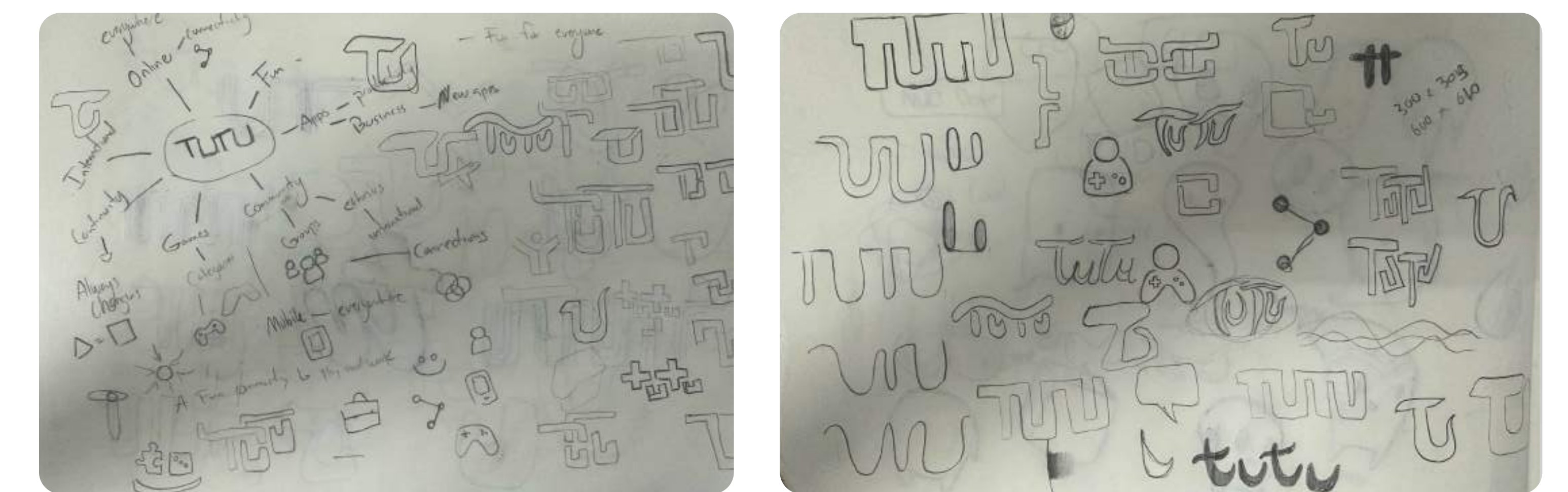
BRANDING

UX / UI

ILLUSTRATION

SOCIAL MEDIA

"In my role, I provided creative direction for TUTTI Club, an APP store initiative developed by APPTUTTI. This project aimed to not only promote our own mobile games but also provide a platform for other mobile games and apps to connect with the vibrant gaming community in China. I was responsible for defining the branding, conceptualizing ideas, creating sketches, and shaping the UI/UX to ensure a seamless and engaging experience for gamers."

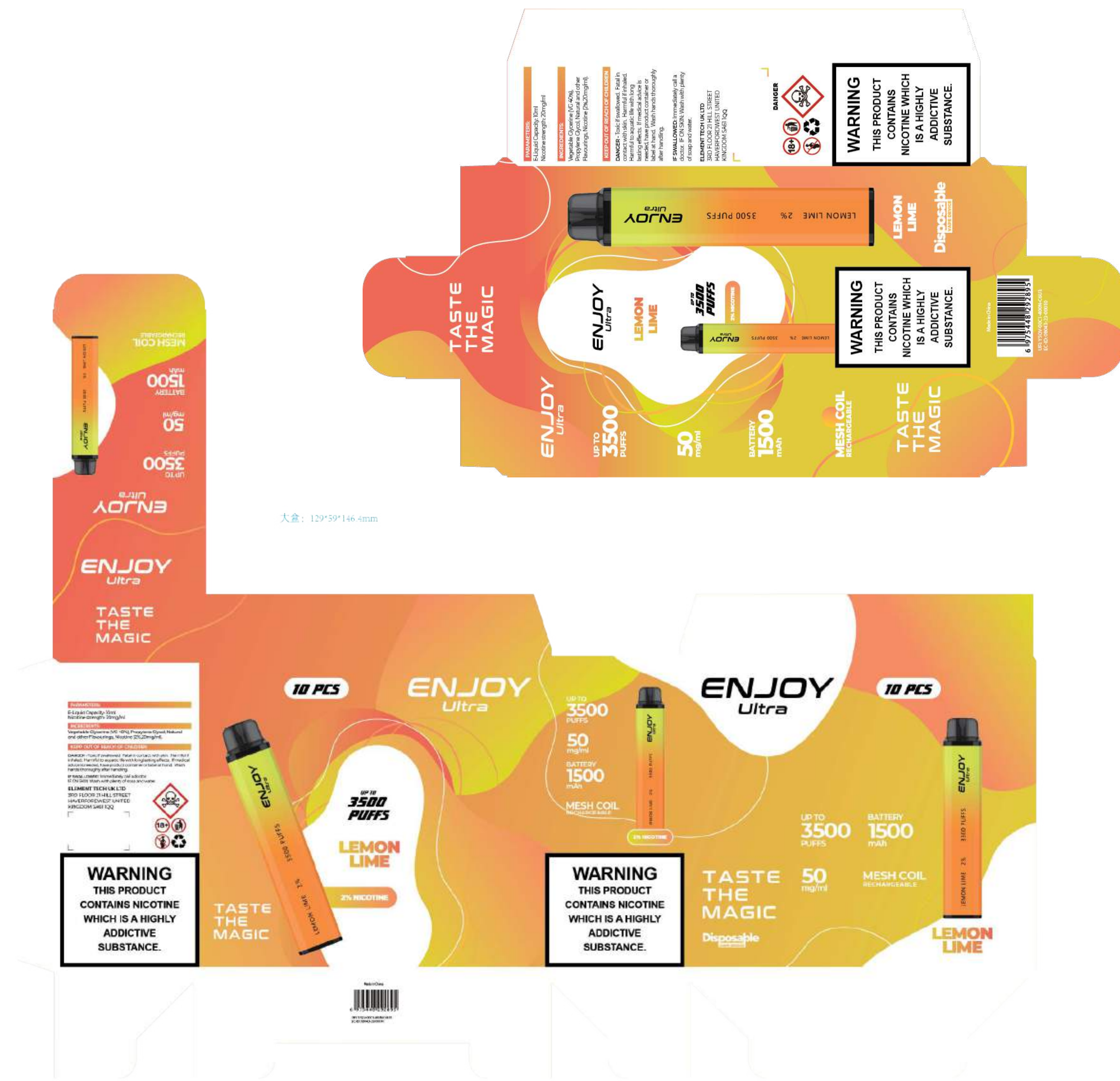


FINAL LOGO

ENJOY

PACKAGING

In this exciting project for Enjoy, I helped to develop an bright and energetic design for their emblematic product. The challenge was to find a design that will be able to fit many other flavors without losing its essence.

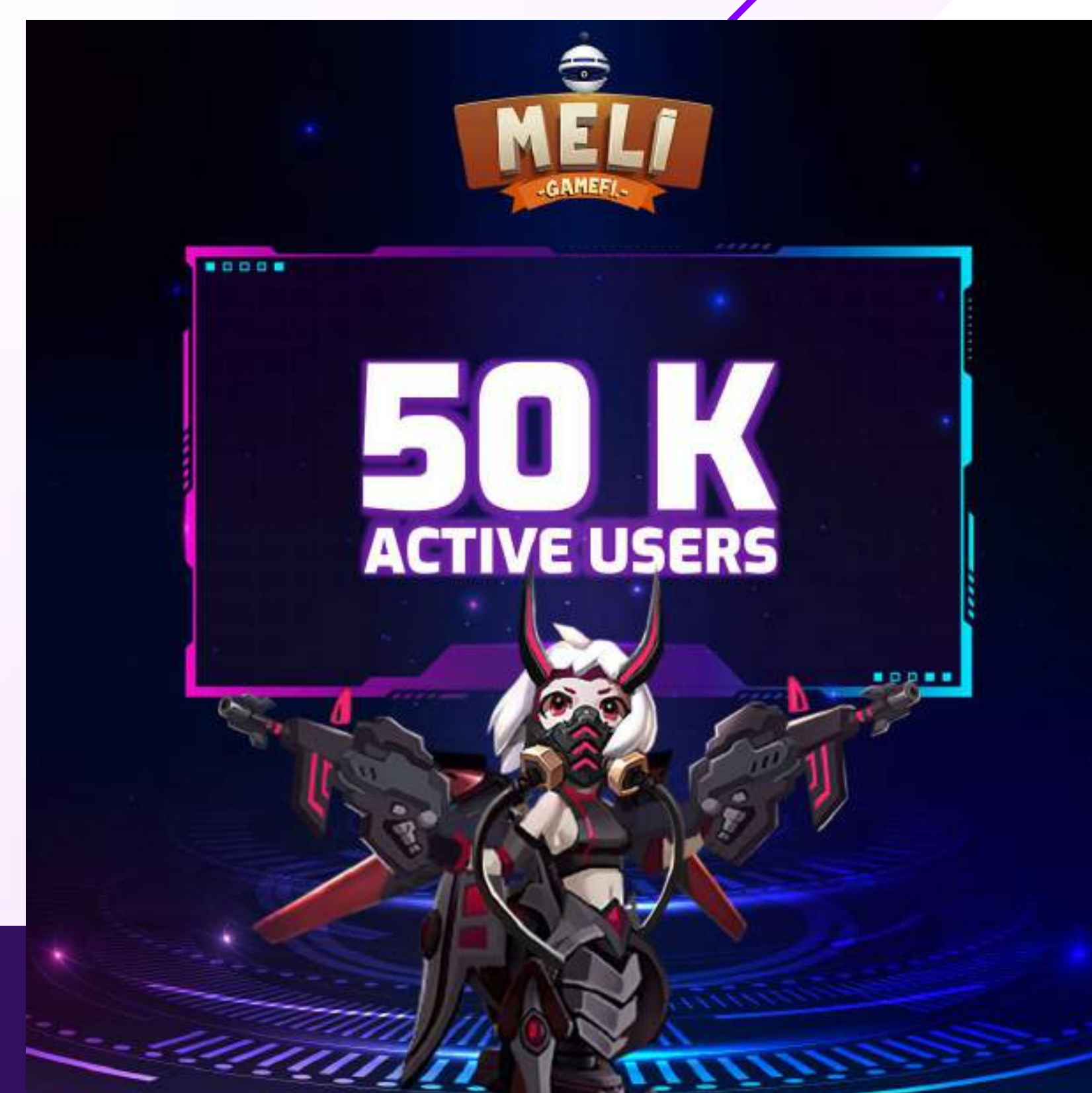


MELI

MARKETING

SOCIAL MEDIA

I worked as a Freelance Graphic Designer on MELI, a captivating battle game that leverages playable NFTs known as Meliora, each with distinct characteristics. In this immersive gaming experience, players can choose from various options, engaging in intense PvP and PvE battles to earn rewards, improve their ranking, or even fuse two NFTs to craft entirely unique character NFTs endowed with special abilities.



MELI TOKEN

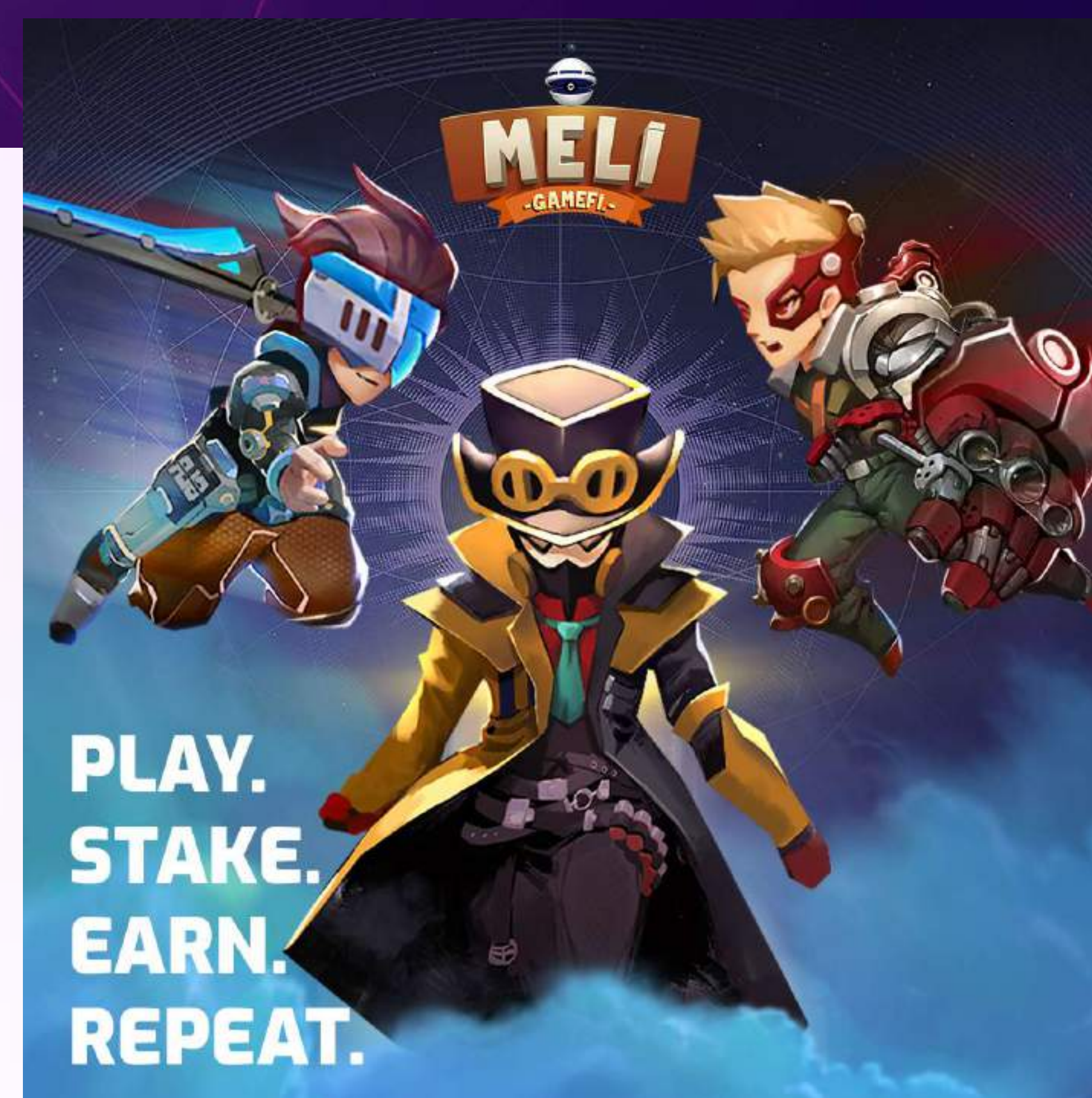
- Hatching
- Limited supply
- Earn through PvP & Player Rank Rewards
- Buy from an exchange

PCE TOKEN

- Hatching & Leveling up
- Unlimited supply
- Earn through PVE, PVP & Daily Tasks
- Buy from an exchange

MELI -GAMEFI-

PLAY.EARN.EARN.REPEAT



MARKEETING

MARKEETING

MARKEETING

MARKEETING

MARKEETING

AMPLE

SOCIAL MEDIA

PRINTED MEDIA

Ample Solutions, a prominent electronic component distributor with a global presence across Asia, serves diverse industry segments. As a Freelance Graphic Designer, I contributed to their marketing resources, enhancing their visual branding and supporting their position as an industry leader.



Quality Control & Assurance System

Quality is at the heart of everything we do at Ample. We have established two World-Class Quality Assurance(QA) Centres, separately in Shenzhen and Hong Kong. With a combined space of 1,000m² and 20 inspection workstations, Ample's QA centres operate in parallel to cater to our multi-layer testing and inspection processes.

We continue to surpass these standards by implementing a stringent four-tier quality inspection process to ensure every piece of component we distribute is of top quality.

- Four-tier Quality Inspection Process
- 1 Label and packaging verification
 - 2 Visual & Marking Inspection
 - 3 Functional Testing
 - 4 Outsourced Testing

Ample Supplier Management System

With over 4,000 electronic component global suppliers as our partners, it is crucial to effectively track and evaluate our suppliers' performance, safeguarding our clients' interests. Ample has built a strict and systematic Supplier Evaluation System (SES) to mitigate supply chain risks and achieve our integrated, continuous and sustainable management goal.



PARTNER US FOR SUCCESS

With over 4,000 electronic component global suppliers as our partners, it is crucial to effectively track and evaluate our suppliers' performance, safeguarding our clients' interests. Ample has built a strict and systematic Supplier Evaluation System (SES) to mitigate supply chain risks and achieve our integrated, continuous and sustainable management goal.

- Global Electronic Component Distribution
- Quality Control & Assurance
- Excess Inventory Management
- Customised Supply Chain Solutions
- Shortage Sourcing
- Small-Batch Kitting

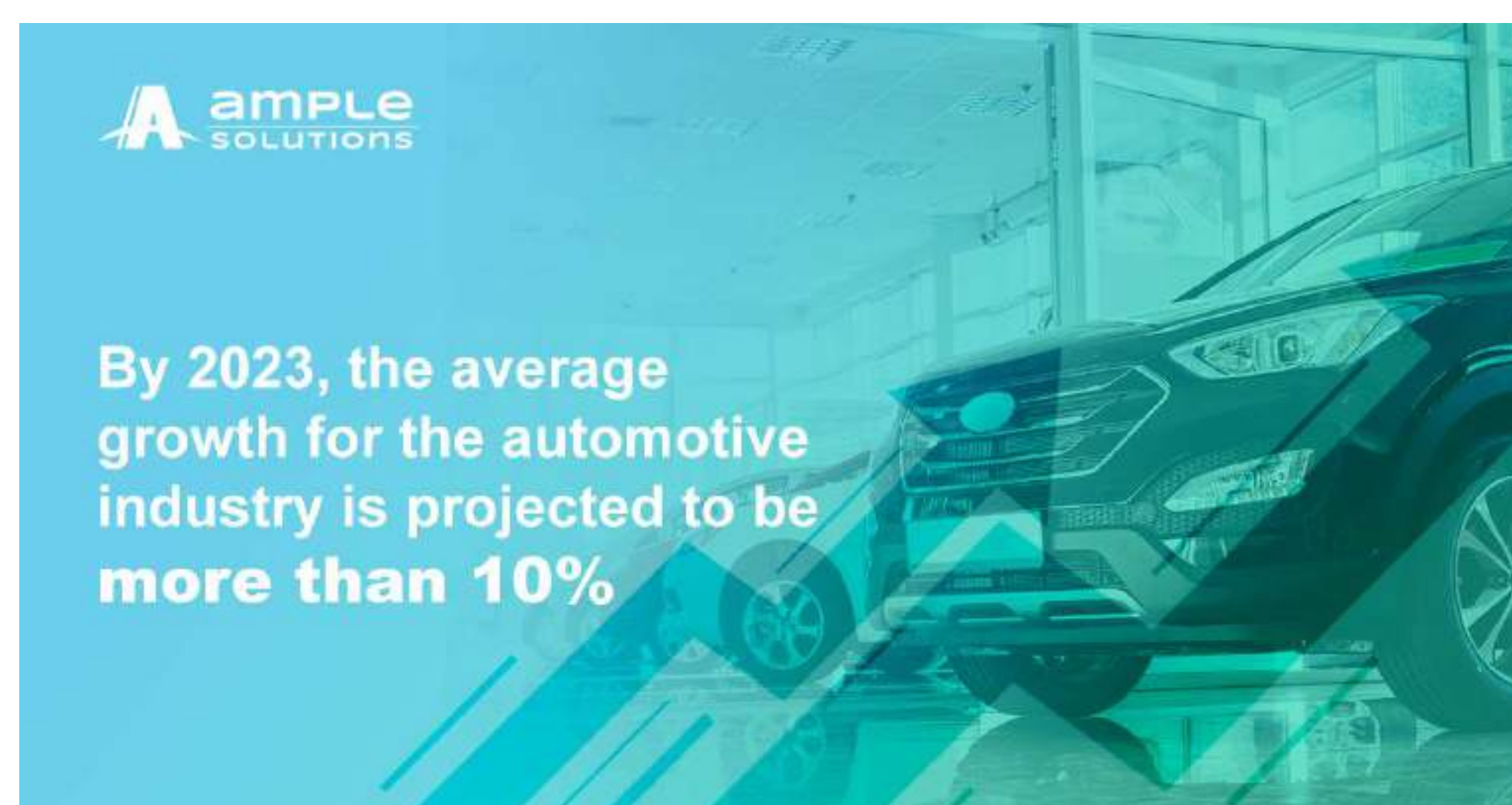


8D Customer After-Sales Management System

Ample upholds the principle of customer centrality by providing prompt and effective after-sales service. We have established a cutting-edge 8D problem-solving concept to improve after-sales service efficiency, promote quality improvement and enhance service satisfaction.

- 1 Establish an 8D customer service team
- 2 Thorough investigation and analysis of facts, identify causes
- 3 Accurately and quickly identify customer's problem
- 4 Root cause analysis
- 5 Formulation of quality policy
- 6 Implementation and execution of quality effectiveness
- 7 Institutionalization of quality standardization
- 8 Service trace evaluation and learning

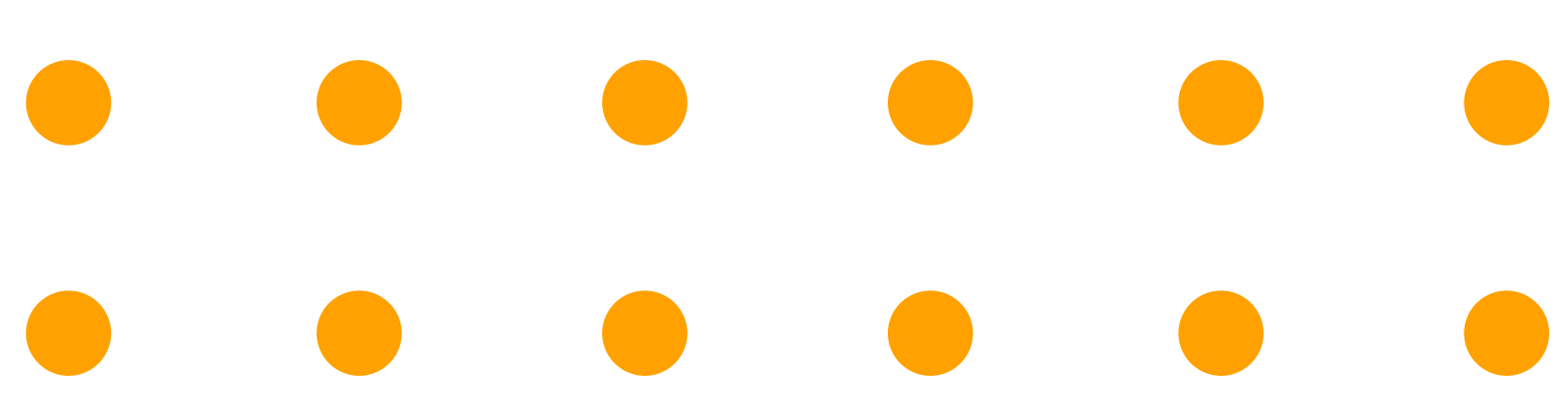
FLYER DESIGN



SOCIAL MEDIA DESIGN



BROCHURE DESIGN



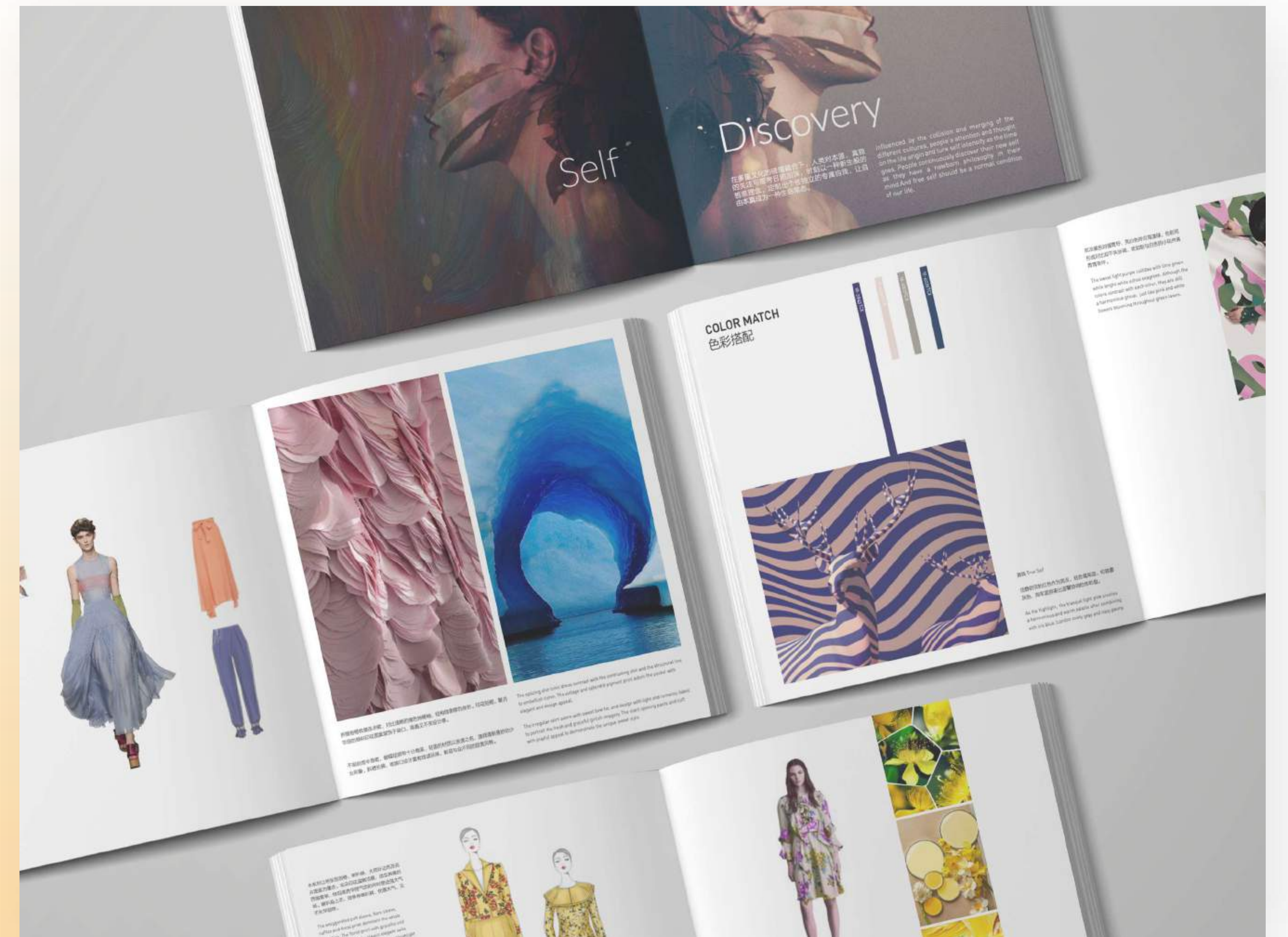
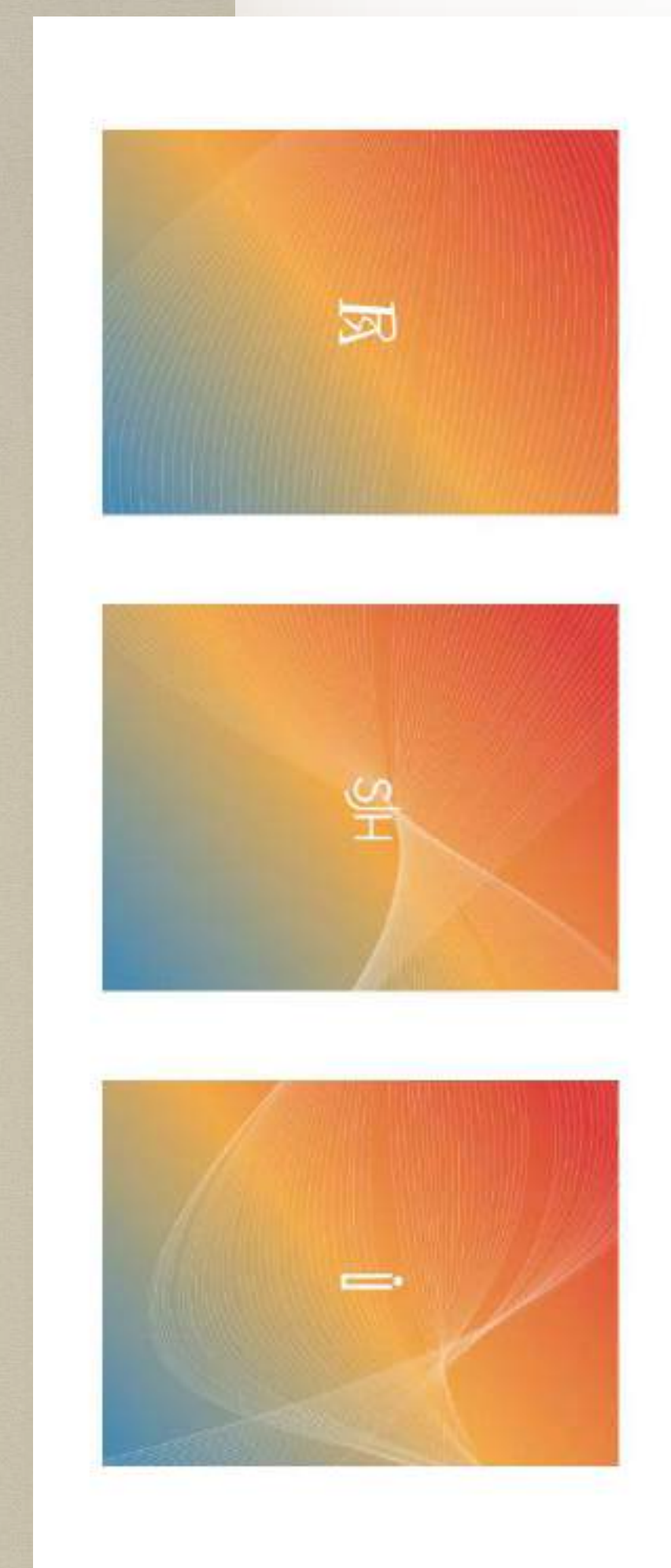
RAISE TREND

BRANDING EDITORIAL

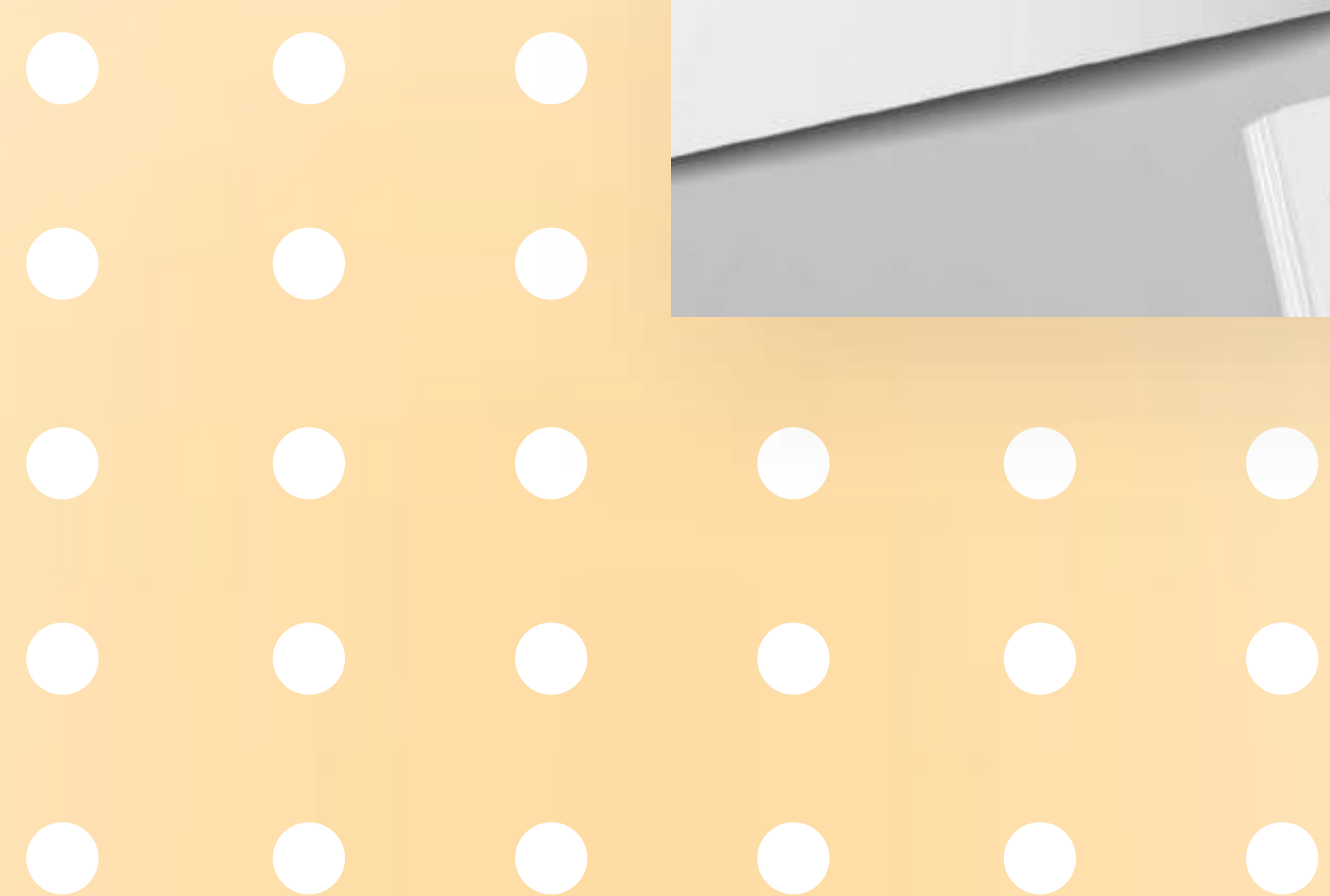
Led cross-functional collaboration with Marketing, Fashion Design, and Sales teams to meet design needs, including spearheading re-branding and Visual Identity (VI) projects, crafting engaging advertising and media designs, and pioneering editorial design for fashion forecasting publications to elevate brand recognition and engagement.



RE-BRANDING



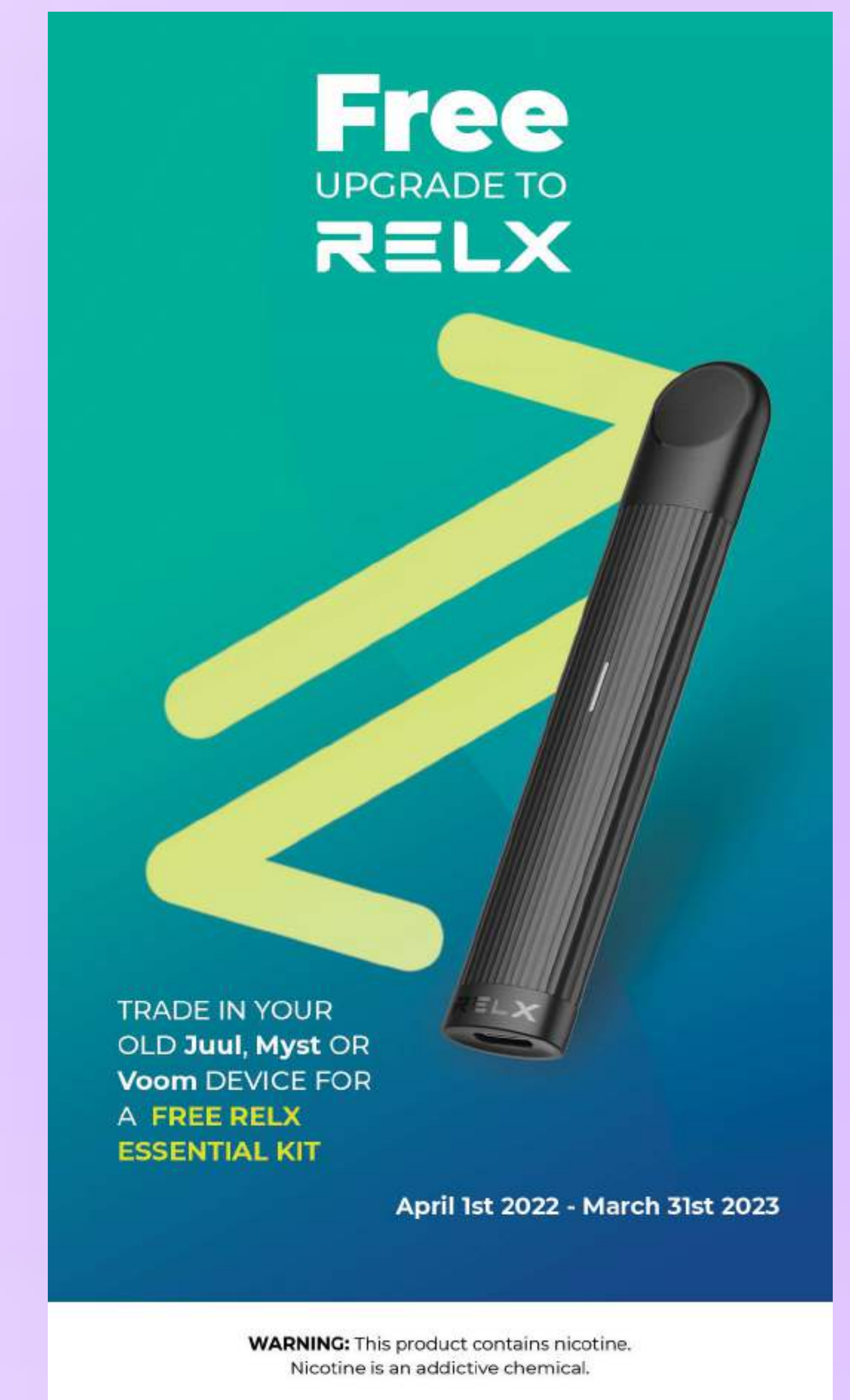
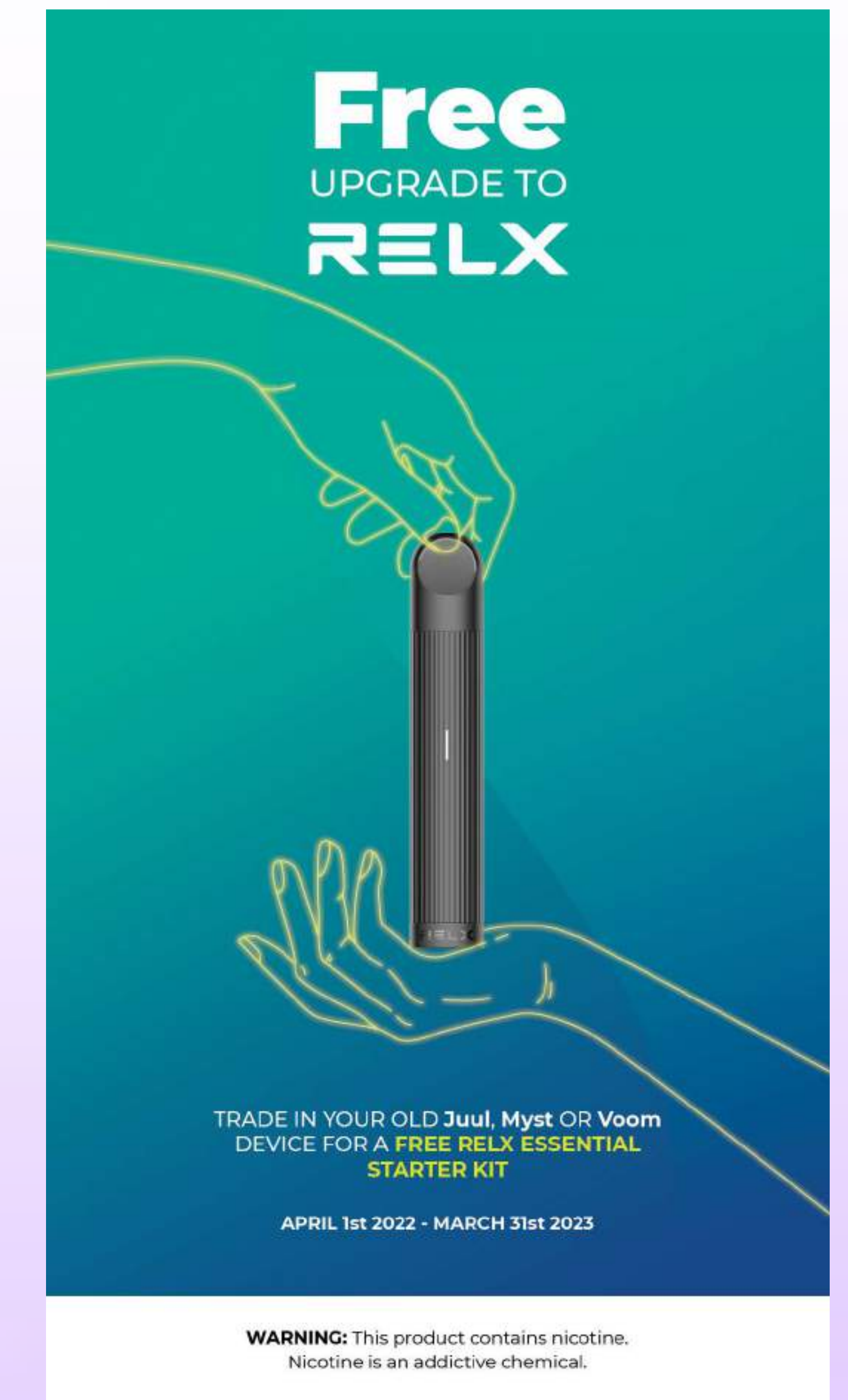
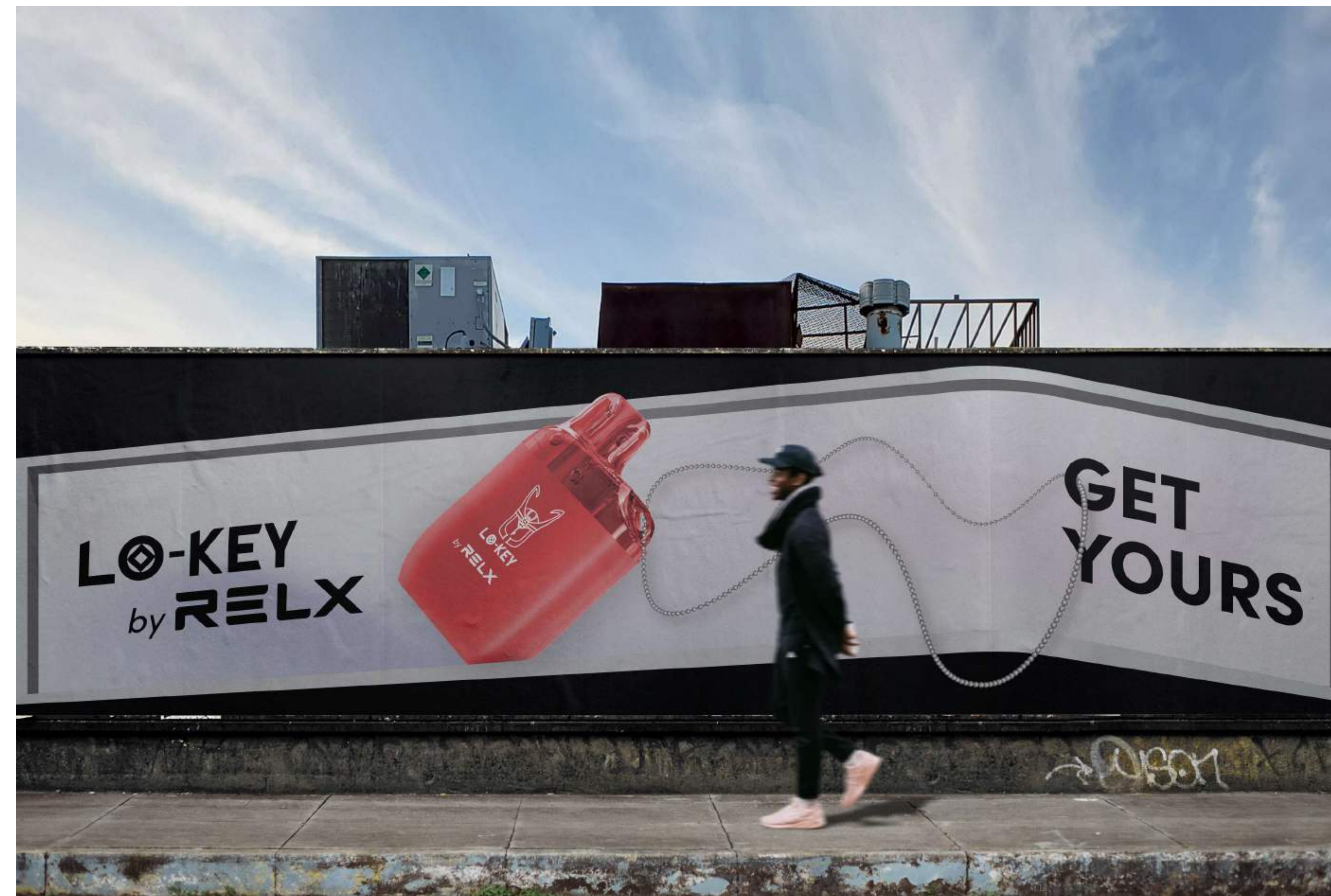
EDITORIAL DESIGN



RELX

PRINTED MEDIA

In my freelance role, I designed posters and wall art for RELX, a prominent vaping company. My focus was to create a visually appealing designs that align with the brand's identity.





UX

UI



UI DESIGN



SKYPILOT

BRANDING

UX / UI

PACKAGING

Worked as a freelancer to develop the brand identity, UI and Packaging for a mid-range Drone. Their aim is to keep a simple minimalistic look. I developed a simple branding, design their website and worked on creating an according packagind design for the drone.



PACKAGING

NO DISINTEGRATIONS

BRANDING

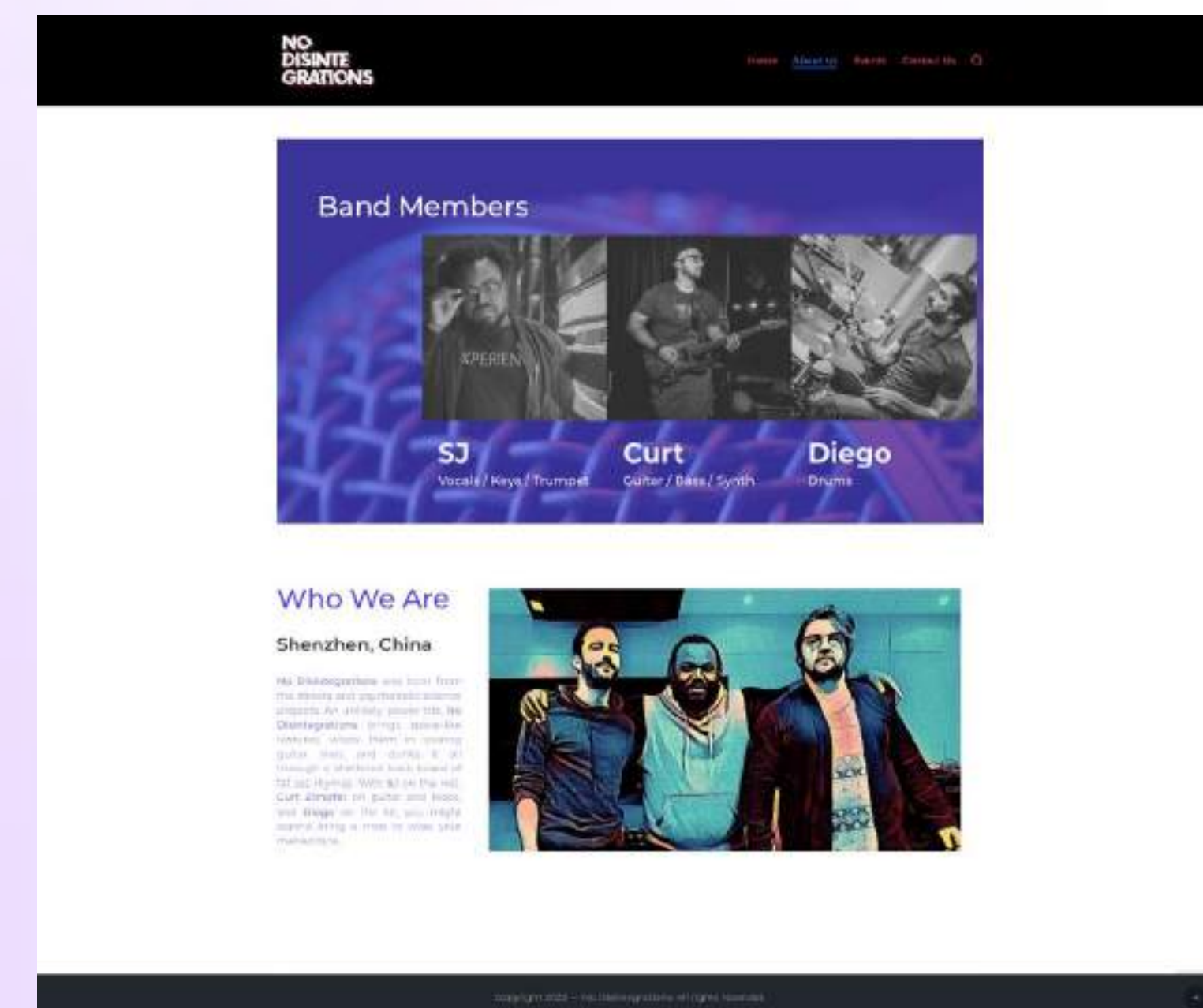
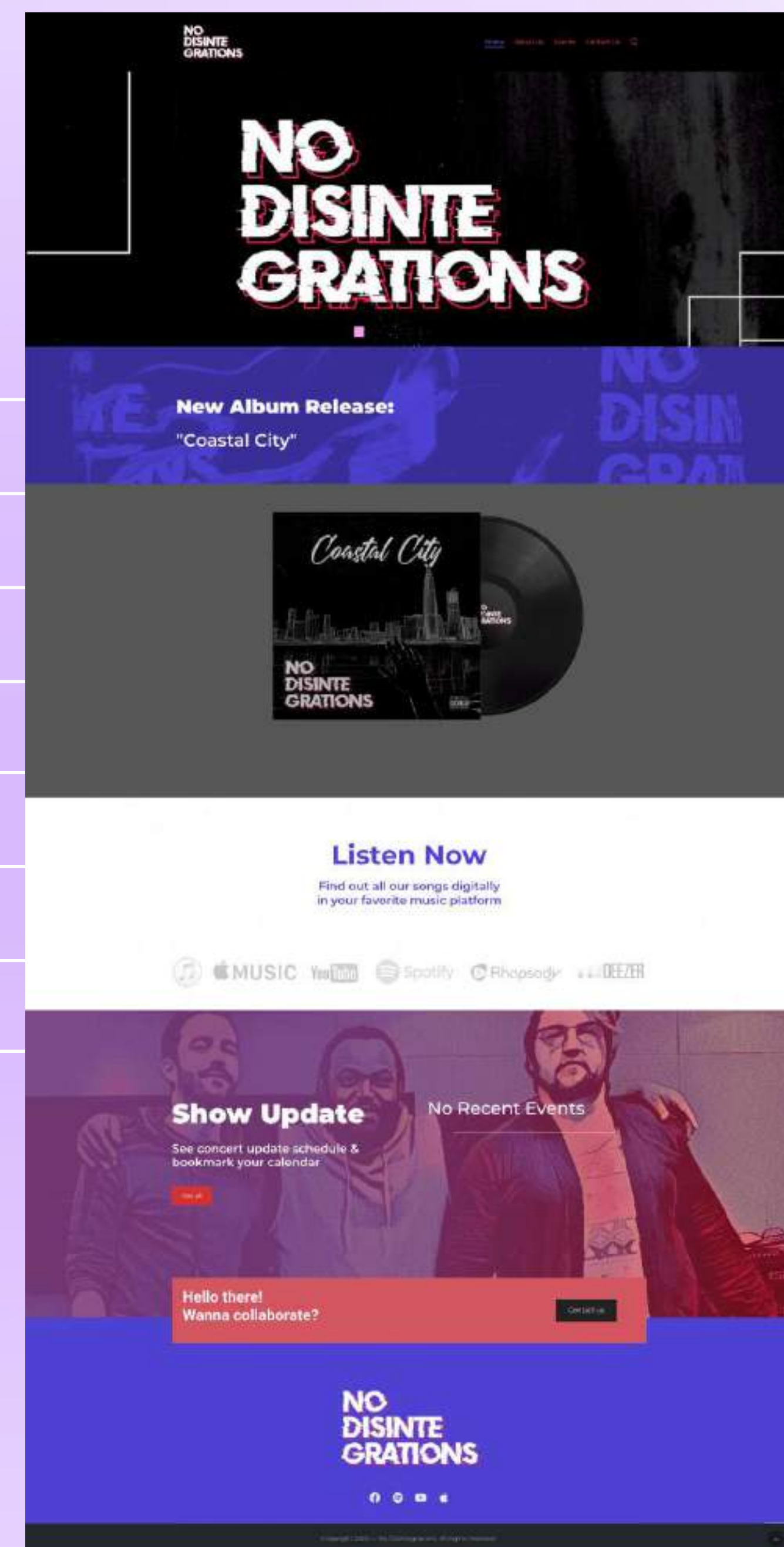
MARKETING

UX / UI

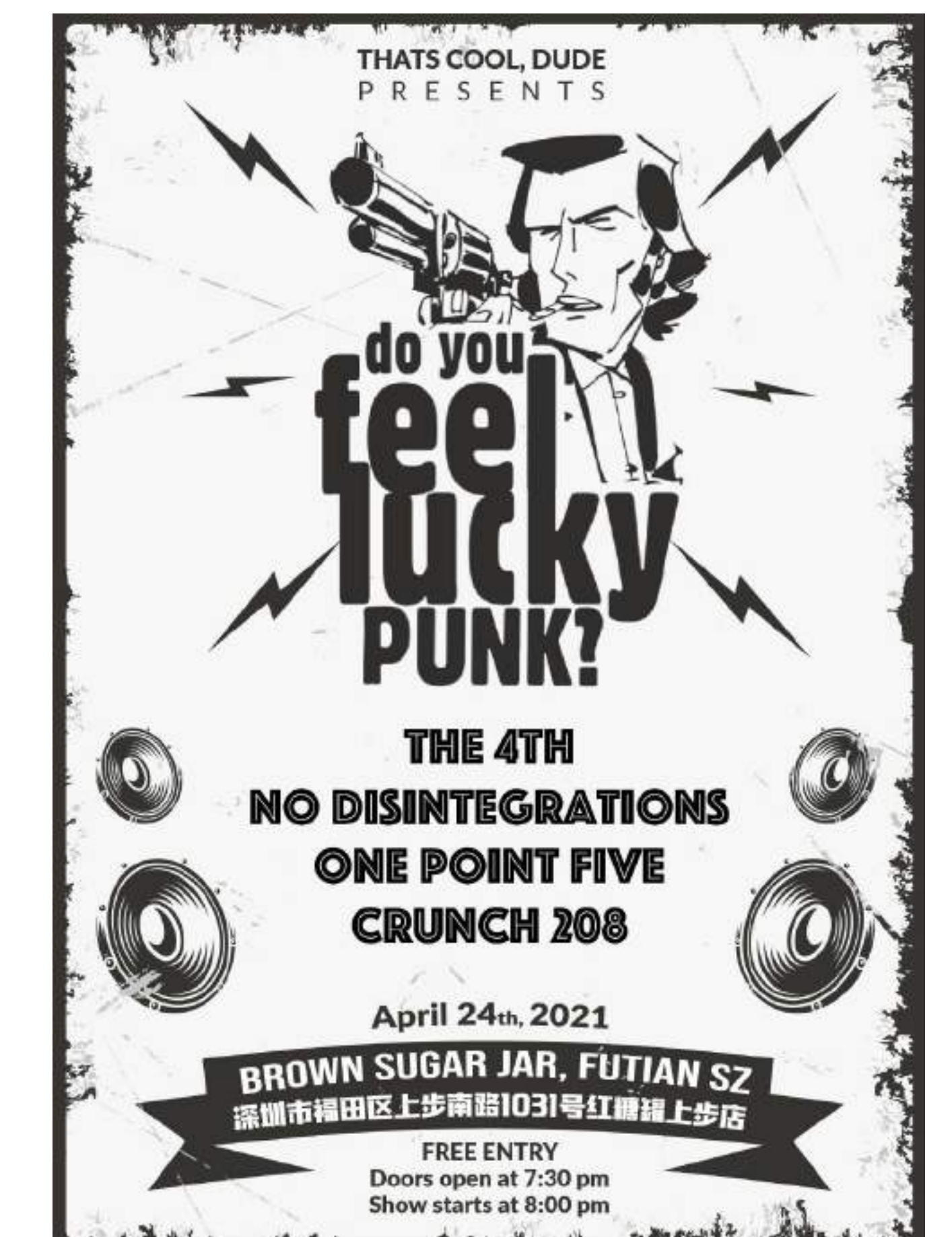
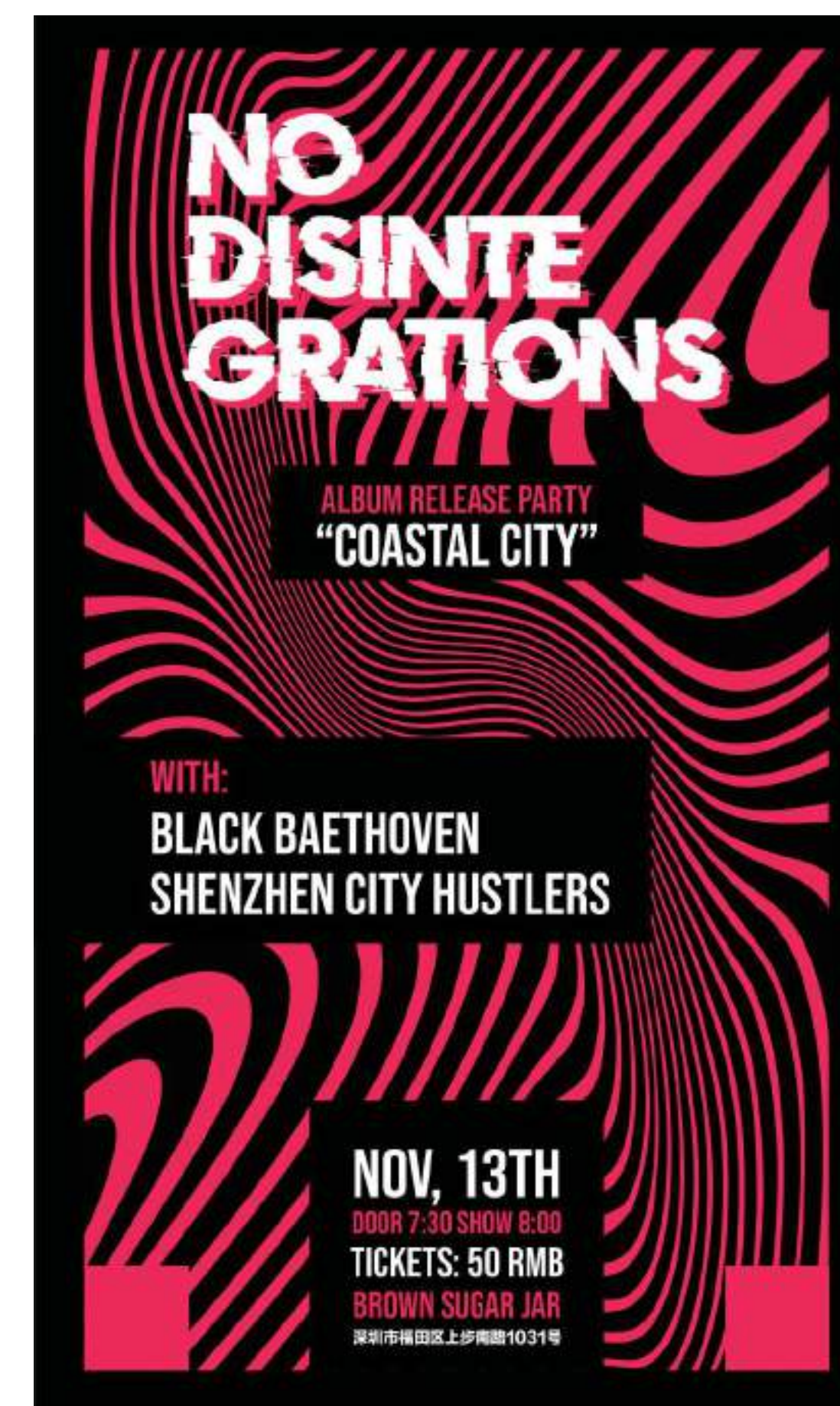
ILLUSTRATION

I wear two hats as both the drummer and graphic designer. I've had the privilege of shaping the band's identity through branding, poster, web, and album design, creating a cohesive visual and auditory experience for our audience

NO DISINTEGRATIONS



UI DESIGN + ALBUM DESIGN



POSTER DESIGN



MERCH DESIGN

INNVO

E-COMMERCE



READY TO FLY!



IP67 DUST & WATERPROOF



EXTRA

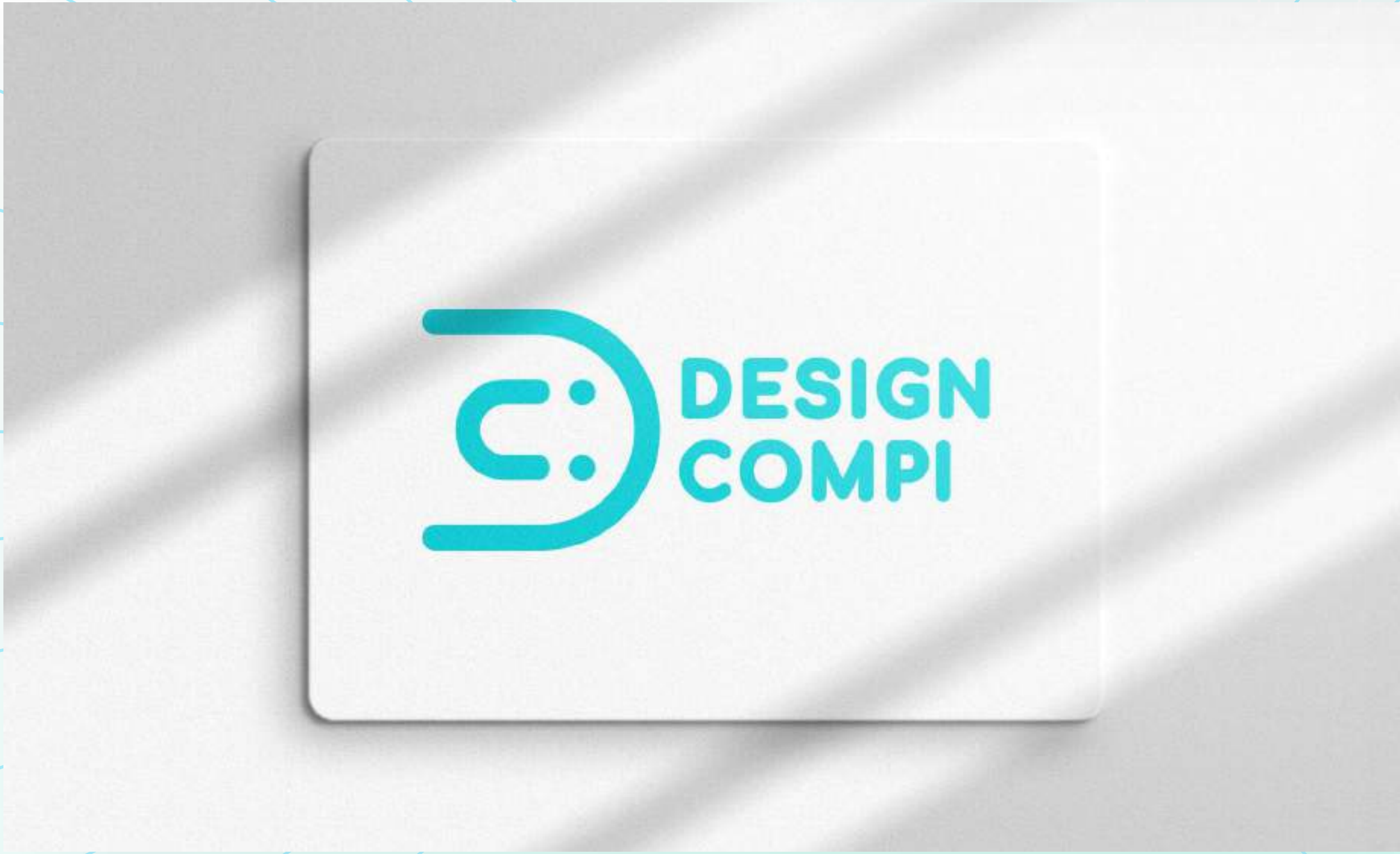
RESISTANT

Worked as a freelancer to re-vamp INNVO's Amazon listings. With so many similar products on the market, my focus was on creating visually appealing design that also reflected how a daily use of this product will be. Only using real photography and self-produced videos to enhance its core value that is meant to be used outdoors.



AMAZON A+

OTHER LOGOS



PHOTOGRAPHY

VIDEOGRAPHY

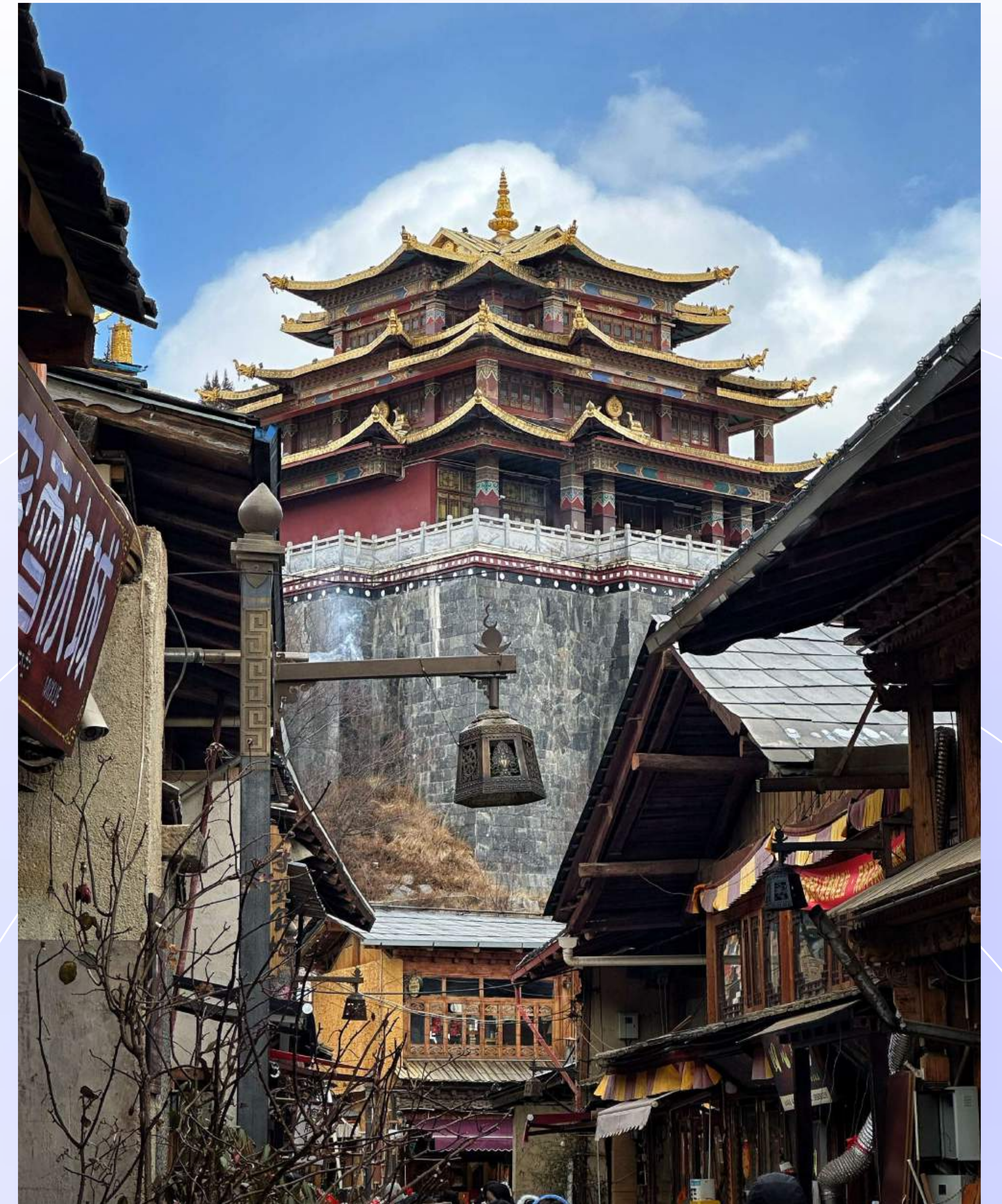
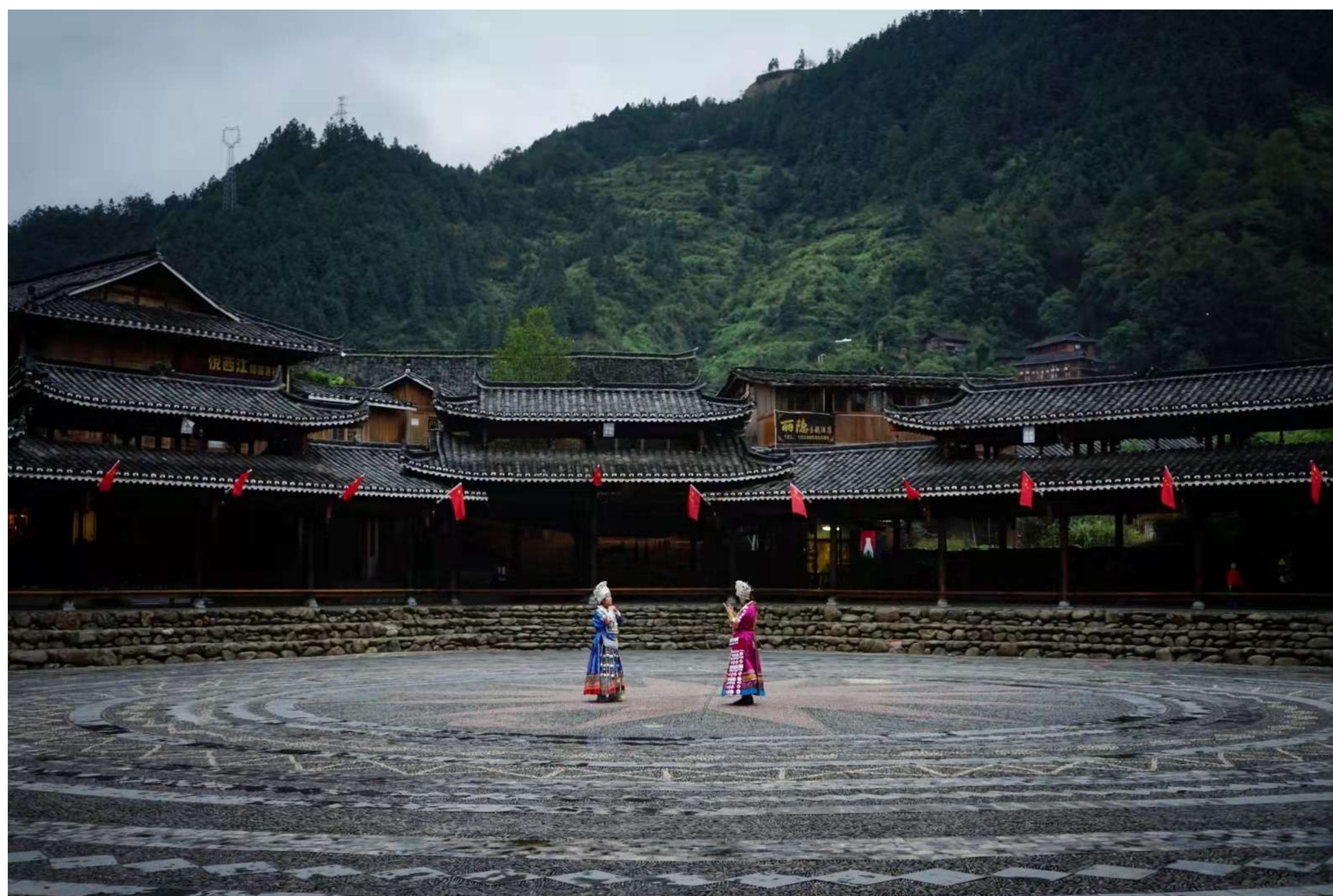
ILLUSTRATION

ILLUSTRATION



PHOTOGRAPHY

PHOTOGRAPHY





THANK YOU

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