

Tasha S. Lopez

GRAPHIC DESIGN & PHOTOGRAPHY



Lancaster County, PA

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professional summary

Creative and detail-oriented graphic designer with extensive experience in both digital and print media. Proven track record of delivering high-quality design solutions that enhance brand identity and drive engagement. Adept at managing multiple projects simultaneously, meeting tight deadlines, and collaborating with cross-functional teams. Seeking to leverage skills and experience to contribute to a dynamic graphic design team.

education

The Art Institute of York - Pennsylvania
Associate of Specialized Technology, Major in Graphic Design | September 2012

Excellence in Design - Silver Award

Kutztown University of Pennsylvania
Bachelor of Fine Arts, Major in Photography, Minor in Art History | December 2010

Graduated Magna Cum Laude

skills

- * Creative Thinking, Organization, Multi-tasking
- * Time Management, Leadership, Problem Solving
- * **Graphic Design:** Typography, Color Theory, Layout Design
- * **Software Proficiency:** Adobe Creative Cloud (InDesign, Photoshop, Illustrator), Microsoft Office (Word, Excel)
- * **Additional Skills:** PC and Mac platforms, Nikon Digital Photography
- * **Working Knowledge in:** Constant Contact (Email Marketing), Hive & Wrike (Project Management), WordPress, Adobe DreamWeaver

experience

MORPHY AUCTIONS

Senior Graphic Designer | November 2013 - Present

Independently complete approximately 24 hardbound printed catalogs annually. Design various printed marketing materials including ads, brochures, flyers, and mailers. Update sale dates, web banners, and website content to ensure timely information dissemination. Execute frequent email campaigns, enhancing customer engagement and brand loyalty. Manage project timelines, ad scheduling, and photography inventory, ensuring efficient workflow. Oversee catalog proofing with industry experts, maintaining high-quality standards.

NG-MEDIA

Freelance Web & Graphic Designer | October 2012 - May 2015

Collaborated with clients to create compelling logos and branding, enhancing their visual identity. Successfully met all project deadlines and budgets, ensuring client satisfaction.

DUTCH WONDERLAND

Lead Retail Supervisor | May 2009 – August 2013

Designed and created attractive and engaging displays to enhance guest experience. Managed inventory, unloading merchandise from trucks and checking in for accuracy. Supervised approximately 150 sales associates and 15 supervisors, ensuring efficient operations. Trained new employees and supervisors, providing comprehensive orientation and support. Maintained the working order of games and retail stands, including coin-operated machines. Assessed and addressed any problems with employees and guests, formulating effective solutions. Managed the entire department in the absence of official managers, overseeing all operations.

LANCASTER BREWING COMPANY

Server (Part Time) | March 2011 – July 2019

Provided exceptional customer service and managed multiple parties simultaneously. Maintained in-depth knowledge of products and business history, ensuring customer satisfaction.

LAUREN FISHER PHOTOGRAPHY formerly Elle Photography
Intern | August 2010 – November 2010

Worked as an image editor and second shooter for weddings, developing skills in photography and business management.