

Kay Lopez

Marketing & Graphics Specialist

Eureka, Ca

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ABOUT ME

I'm Kay, a Graphic Designer and Marketing Specialist with 10+ years of experience in visual design, leadership and the creative field. I am looking to apply my interdisciplinary design skills towards an impactful career in design and marketing.

SKILLS

design thinking
website design
social media
strategic planning
campaigns
print
paid advertising
video directing/editing
photoshoot direction
team projects
leadership
self-starter
strong drive
illustration
gif + animation
business development

SOFTWARE

InDesign
Illustrator
Photoshop
Premiere Pro
Media Encoder
Procreate + Fresco
Asana
Hoosuite
Wordpress/Shopify
Adobe Creative Suite

PROJECTS

North Coast Co-op 50th Anniversary

Campaign Lead
2023

Created the logo, wine label, booth design + installation, photographed + videographer. Collaborated to create full campaign

Diversify Whitewater

Event Organizer, Design Lead,
Communication Director,
Board of Director
2020 - Current

Design all nation wide event marketing materials, social media including a local event. Planned a free local event that got 45+ BIPOC+ allies on the river.

EXPERIENCE

North Coast Co-op

Graphics & Marketing Specialist
February 2022
Attended Marketing Matters 2023

Developed BYO and 50th logos. Plan and complete full marketing campaigns with little oversight. Develop new campaigns while juggling on-going marketing requests. Manages all print, digital, website, social media, and visual assets for the store.

American Packraft Association

Operations & Marketing Manager
May 2021 - May 2022

Worked on social media, templates, website graphics, and communication. Created all graphics for campaigns + events.

National Outdoor Leadership School

Graphic Design Intern
2019 - 2022

Developed web and print assets. Illustrated blogs and social media graphics and animations. Obtained risk management + leadership training.

VEER

Creative Director
2017 - 2019
ongoing freelance

Help start the company as a team of 2, developed brand identity and all marketing materials, website, and social media. Pitch decks and trade show design.

EDUCATION

University of California, Santa Cruz

B.A. Art
2011 - 2015

Studied Art with a focus on painting, digital design, photography and print. I worked as a Recreation Leader and President of Kayak Club.