



LESLIE VICTORIA LOPEZ

DESIGN & ART DIRECTION

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TELL ME MORE

Creative with 17 years of diverse and fast-paced work experience. Paragraph style junkie, Spotify playlist guru, with a can-do attitude.

SCHOOL

THE ART INSTITUTE OF HOUSTON

2004–2007

Bachelors of Fine Arts: Graphic Design

SKILLS

TECHNICAL + PRACTICAL

Adobe Creative Suite
Microsoft Office Suite
ArcGIS MapIt
MapCreator
Eloqua
Workfront
Weebly
Genial.ly
Flipsnack
Trello
Box Online + Drive
Art direction
Typography
Packaging
UI/UX
InDesign interactivity expert
Post-production/re-touching
HTML/CSS
Macintosh and Windows OS
Strong written & verbal communication skills
Helluva team player
Extreme attention to detail
Fluent in social media
Expert Googler

LANGUAGES

Fluent in English and Spanish
[written and spoken]

WORK

JONES LANG LASALLE – chicago/houston

2017–PRESENT: SENIOR GRAPHIC DESIGNER

- Collaborates with marketing teams to produce all creative materials for sales enablement and property marketing consisting of, but not limited to, offering memorandums, RFPs, leasing marketing materials, interactive presentations, e-blasts, property websites, branding, digital and print ads
- Works with offshore teams on supplemental creative pieces for business development; provides art direction
- Encourages continuous learning of trends, as well as design knowledge sharing among design colleagues; presents frequently on nationwide team calls
- Member of the exclusive Sales Enablement Accelerator Group which collaborates to elevate JLL's sales enablement materials through strategic design approaches

KENDALL COLLEGE – chicago

2013–2017: GRAPHIC DESIGN MANAGER

[Promoted from Senior Graphic Designer]

- Developed all marketing collateral, maintained the appearance, usability and brand continuity for both digital and print deliverables; managed design assistants and interns
- Oversaw budget, timelines, vendor relationships, press proofs, quotes, purchase orders, and marketing inventory

WILSON SPORTING GOODS – chicago

2013: FREELANCER – TEAM + RACQUET SPORTS

- Designed advertisements, catalogs, branding, web, and e-blasts; promotional materials; photo retouching; trade show graphics; products; packaging and POPs

HOUSTON DYNAMO – houston

2007–2012: DESIGN MANAGER

[Promoted 2x from Design Intern & Graphic Designer]

- Led and executed the creative process of all marketing materials for the team; responsible for hiring graphics team and interns
- Handled all aspects of the team brand; designed original BBVA Compass Stadium logo; managed print vendors and orders; art directed all graphics for website and social media; created high-value sponsorship proposals; stakeholder for popular gameday publication
- Photo retouching and compositing; art & creative director for team and cheerleader photo shoots; handled gameday production elements

RECOGNITION

SEPTEMBER 2023

Winner of 2024 GDUSA Inhouse Design Award in Promotion and Sales Kits category.

DECEMBER 2023

JLL Creative In-house Design Awards winner in 'Risk Taker' category.

SEPTEMBER 2023

JLL Creative wins GDUSA America Inhouse Design Awards in multiple categories.

SEPTEMBER 2022

JLL Creative wins GDUSA America Inhouse Design Awards for in-house capabilities.

APRIL 2016

Winner of the Collaborative Partner Award. Nominated by fellow peers and voted on by a select committee.

December 2013

Presidential Coin recipient at Kendall College. Given to those who have gone above and beyond in their position.

November 2010

Voted Best Marketing Department by Major League Soccer at annual league awards.

October 2009

Featured as a success story for Art Institute of Houston advertorial in October 2009 issue of Seventeen Magazine.

December 2008

Voted Houston Dynamo MVP at annual Dynamo Front Office Awards

December 2007

Voted Houston Dynamo Intern of the Year at annual Dynamo Front Office Awards.

April 2007

Winner of the Houston Dynamo mascot design project for The Art Institute of Houston.