



LESLIE VICTORIA LOPEZ

DESIGN + ART DIRECTION

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TELL ME MORE

Creative lead with 18 years of experience and a "can-do" spirit, mastering new systems and fast-paced environments seamlessly. A paragraph style junkie and Spotify guru, I specialize in making complex information easy to understand through interactive design and meticulous craft.

SKILLS

TECHNICAL + PRACTICAL

- Adobe Creative Suite (including Firefly & Express)
- Figma
- Microsoft Office Suite
- InDesign interactivity expert
- Advanced Ai prompting
- Art direction
- Branding
- Environmental
- Typography
- UI/UX design
- HTML/CSS
- ArcGIS, MapIt & MapCreator
- Box Online & Box Drive
- Canva
- Eloqua
- Workfront
- Weebly
- Genial.ly
- Flipsnack
- Post-production & photo retouching
- Strong written & verbal communication
- Dedicated team advocate and mentor
- Eagle-eye detail
- Social media fluency

LANGUAGES

- Fluent in English and Spanish

WORK

JONES LANG LASALLE : CHICAGO/HOUSTON

DESIGN LEAD: 2025–PRESENT

- **Lead Pursuit Design:** Primary designer for Tier 1 clients, utilizing advanced interactivity and animation to secure high-profile business wins.
- **ArcGIS Liaison:** Lead the strategic integration of ESRI/ArcGIS software for the creative department, ensuring mapping assets meet Tier 1 design standards.
- **Creative Direction:** Provide art direction and mentorship to junior designers and offshore teams, ensuring brand consistency across all supplemental assets.
- **Knowledge Leadership:** Champion continuous learning by presenting design trends and technical workflows on national team calls to foster cross-regional growth.
- **Process Optimization:** Streamline collaboration between domestic strategy and offshore production to maximize efficiency for business development.

SENIOR GRAPHIC DESIGNER: 2017-2024

- **Strategic Collateral:** Produced high-impact interactive pursuits, agency leasing materials, and branding campaigns in collaboration with marketing and sales teams.
- **Digital Innovation:** Designed and launched property websites, targeted digital ad campaigns, and comprehensive RFP responses to drive leasing activity.
- **Integrated Branding:** Translated complex business requirements into cohesive visual narratives across multiple print and digital touchpoints.

KENDALL COLLEGE : CHICAGO

GRAPHIC DESIGN MANAGER: 2013–2017 [Promoted from Senior Graphic Designer]

- **Brand Stewardship:** Directed all digital and print marketing collateral, ensuring brand continuity, usability, and visual excellence across all institutional touchpoints.
- **Operational Management:** Managed budgets, production timelines, and vendor relationships, including press proofs, procurement, and inventory oversight.
- **Team Leadership:** Supervised and mentored design assistants and interns to ensure high-quality creative output.

WILSON SPORTING GOODS : CHICAGO

FREELANCE DESIGNER – TEAM & RACQUET SPORTS: 2013

- **Full-Spectrum Design:** Executed creative for global catalogs, branding, e-blasts, and trade show graphics.
- **Product & Retail:** Designed packaging, POP displays, and promotional materials, including high-end photo retouching for product launches.

HOUSTON DYNAMO : HOUSTON

DESIGN MANAGER | 2007–2012 [Promoted 2x from Intern and Graphic Designer]

- **Creative Leadership:** Spearheaded the creative process for all team marketing; recruited and led the graphics department and internship program.
- **Brand Identity:** Designed the original BBVA Compass Stadium logo and managed all aspects of the club's visual identity across web, social, and gameday publications.
- **Production & Art Direction:** Directed photo shoots for athletes and brand ambassadors; orchestrated gameday production elements and high-value sponsorship proposals.



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RECOGNITION

- **MUSE Creative Awards**
Silver Winner, Corporate Identity – Logos (2025)
- **JLL Creative In-House Design Awards**
Multiple-category winner for Best Logo, Animated Presentation, Interactive Presentation (2024) and "Risk Taker" (2023)
- **GDUSA**
Winner in Promotion + Sales Kits category (2024)
JLL Creative wins American Inhouse Design Awards in multiple categories (2022-2023)
- **Kendall College Awards**
Collaborative Partner Award for excellence in teamwork (2016)
Presidential Coin Recipient for above and beyond performance (2013)
- **Major League Soccer (MLS) Awards**
Voted "Best Marketing Department" at annual league awards (2010)
- **Seventeen Magazine**
Featured success story for Art Institute of Houston (2009)
- **Houston Dynamo Awards**
Recipient of MVP (2008) and Intern of the Year (2007)
- **Mascot Design Project**
Winner of the Houston Dynamo design contest at the Art Institute of Houston (2007)

SCHOOL

THE ART INSTITUTE OF HOUSTON | 2004–2007

Bachelors of Fine Arts in Graphic Design