

MARISSA LOPEZ

ART DIRECTOR

Strategic Art Director well-versed in brand and product design with over eight years of experience. Decisive in planning and executing creative solutions that exceed customer expectations and achieve marketing, advertising and sales targets. Passionate about pushing the boundaries of design and delivering innovative work that captivates audiences.

CONTACT

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SKILLS

Adobe Photoshop
Illustrator
InDesign
After Effects
Sketch
Figma
Frame.io
Global Marketing
Brand Visual Identity
Social Media
UX Design
Environmental Design
Web Design
Photography
Set Design
Prop Styling
Animation
Project Management

EDUCATION

Southern Methodist University 16'
Bachelors in Advertising
Concentration: Art Direction
Minor in Graphic Design

EXPERIENCE

GLOBAL BRAND DESIGNER

Amazon | Prime Video, New York

FEB 2023 - CURRENTLY

Evolving and expanding the Prime Video brand system. Designing brand toolkits, templates, presentations, and experiences that inspire our audiences and create cohesion across markets. Guiding marketing and product teams to develop creative that effectively communicates brand messaging and adheres to brand standards. Leading a brand architecture exploration that will improve the app experience, elevate brand touchpoints, and deepen customer engagement.

ART DIRECTOR

Amazon | Fresh, New York

DEC 2021 - FEB 2023

Led the design of Amazon Fresh seasonal marketing campaigns. Art directed bi-weekly photoshoots and managed the art direction of Amazon Fresh social channels. Launched Amazon Fresh on TikTok and exceeded 112k followers and over 1.2M views within a month. Designed the Prime Day 2022 brand campaign and style guide that resulted in the highest sales in Amazon Fresh store history. Developed effective design processes, ensuring timely delivery of deliverables.

ASSOCIATE CREATIVE DIRECTOR

Tombras, New York

MAY 2021 - DEC 2021

Samsung/Mozilla Firefox/Chevron/American Cancer Society/Krusteaz/Josh Wine

Owned creative direction and development of visual identity systems across multiple brands. Oversaw production of assets from concept through to final execution. Collaborated with strategist and cross functional teams to bring compelling content to life. Created strategic and engaging branded content that elevated brands, strengthened client relationships, and resulted in growth and user acquisition KPIs.

ART DIRECTOR

Tombras, New York

AUG 2020 - MAY 2021

Nutrisystem/South Beach Diet

Effectively managed a team of copywriters, designers, animators and illustrators. Strengthened client relationships, brand partnerships, and ensured consistent visual brand identities across social channels, resulting in larger campaign spend for the agency.

ART DIRECTOR

Edelman Digital, New York

JUNE 2019 - JULY 2020

Samsung/eBay

Worked in a small, fast-paced team environment. Led video and still photography shoots. Developed a deep understanding of social media and digital marketing best practices.

JR. ART DIRECTOR

BBDO, New York

SEPT 2016 - MAY 2019

St~Germain/Grey Goose/Mtn.Dew/Macy's/Lays/Dunkin

Gained 360 creative campaign experience that included: OOH, print, radio, experiential and social media.

ART DIRECTOR INTERN

BBDO, New York

JUNE 2016 - SEPT 2016