



Kaleb Lopez

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Motion Graphic Designer with 6+ years of experience happilly collaborating with medium and large teams in the development of creative content for campeigns, corporate videos, TV shows, news reports, etc.



Skills

- Motion Graphic
- Graphic Design
- Digital Illustration
- Character Design
- Logo Design and Branding
- Infographics
- Art Photography
- 3D Modelling and Animation
- Strong organizational skills
- Fluent Brainstorming
- Able to meet tight deadlines
- Strong Collaborative Mindset
- English/Spanish



Main Professional Experience



Motion Graphic Designer

Smart City Media, Vancouver B.C

- Produced corporate commercial real estate videos for different companies and developments all across Canada.
- Tracked drone footage and animated statistics and maps to describe the locations, amenities and best opportunities for those properties using After Effects and Premier Pro.
- Edited aero shots using Lightroom HDR merge tool.

10 / **2021** 02 / **2022**

Freelance Motion Graphic Designer

Scarab Digital, Vancouver B.C

- Conceptualized and built original designs and Fiction User Interface systems for TV shows streamed on Netflix: "The Flash" and "Superman & Lois" among them.
- Created solid Motion Graphic sequences for playback and post that clearly and artfully communicated the story points in a given scene or brief.

11 / **2019** 06 / **2022**

Motion Graphic Designer

Canada Drives, Vancouver, BC

- Created motion graphics, static ads, infographics, illustrations and mock-ups for different brand campaigns.
- Designed creative content for websites and **social media** accounts based on **branding**, google analytics and **trends**.
- Created **templates** to improve the workflow of our projects.

11/**2011** 03/**2016**

Graphic Designer

Mexican State News Agency (NOTIMEX), Mexico

- Created innovative motion graphics for video reports.
- Developed over 240 creative Infographics per year, implementing illustrations, photographies, graphs, icon designs and 3D elements, always meeting tight deadlines.
- Entrusted to design the agency logo, corporate handbook and branding.



2021 Present

Online courses

Domestika, Canada

- Character animation using After Effects
- 3D Modelling using Blender

02 / **2017** 08 / **2017**

Diploma

Faculty of Arts & Design - UNAM, Mex.

 Motion Graphics with After Effects & 3D Maya for Film & TV

04/ **2013** 07/ **2013**

Diploma

Edumac Institute, Mex.

 3D Modeling and animation (Maya)

02 / **2007** 08 / **2012**

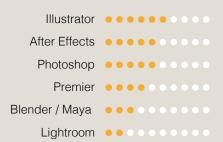
Bachelor of Design

Faculty of Arts & Design - UNAM, Mex.

 Design and Visual Communication



Main Software







Secondary Professional Experience

09 / **2013** Present

Freelance Graphic Designer

Various companies, Canada/USA/Mexico

- RE/MAX Canada, Tangerine, Bluebird Care, Olapic, Subz3ero Spa, Telemundo, Apple TV+ and more.
- Developed/Designed/Implemented landing pages, logos, branding, infographics, illustrations and photography to support marketing and advertising campaigns.
- Assisted in production of TV series and movies.

02 / **2017** 06 / **2017**

Motion Graphic Designer

MECA, Mexico

- Created motion graphics for corporate videos of different travel agencies.
- Developed dynamic graphics and illustrations for interactive online teaching platforms.

04 / **2016** 02 / **2017**

Graphic Designer

"El Universal" Newspaper, Mexico

- Implemented different illustration styles using Illustrator and Photoshop to efficiently convey information.
- Designed digital and print news infographics for different sections and articles.
- Modeled 3D elements using Sketchup for higher impact.



Awards

Awarded by Notimex, Mexico

Awarded for designing the Logo, Corporate handbook, and branding of the Mexican State News Agency.

Awarded by CUEC, Mexico

Runner-up for designing the "Cinema Festival CUEC 2011" Poster at the University Center for Cinematographic Studies.

Awarded by TV Azteca, Mexico

Semi-finalist in animation competition, Sponsored by Converse & TV Azteca.