



# PRISCILLA LOPEZ

## VISUAL DESIGNER

408.891.3506

priscillaudris@gmail.com

www.priscillaudris.com

linkedin.com/in/priscillaudris

### PROFILE

Creative, self-motivated and goal-oriented visual designer with 6 years of experience in conceptualizing and producing innovative design solutions for print, web and mobile

### EDUCATION

#### Academy of Art University

Completed 18 credits towards Master of Fine Arts in Graphic Design  
September 2012–December 2013

#### West Valley College

Associate of Arts, Digital Publishing  
Graduated May 2012

#### University of California, Berkeley

Bachelor of Arts, American Studies  
Graduated May 2009

### PROFESSIONAL DEVELOPMENT

#### General Assembly, San Francisco

Certificate, UX Design  
May 2015–July 2015

#### Bay Area Video Coalition

Skill Training, HTML/CSS & Responsive Design  
January 2015–March 2015

### SKILLS

Adobe Photoshop, Illustrator, InDesign, Sketch, Keynote, Powerpoint, InVision, Basalmiq, Omnigraffle, Principle, basic HTML & CSS, brand & identity, UI/UX design, illustration, photography

### STRENGTHS & ATTRIBUTES

Team-player, creative thinker, highly organized, self-starter, works well under pressure, loves a challenge, humorous

### EXPERIENCE

#### DESIGNER

##### Tesla (Acquired SolarCity in 2016) | San Francisco, CA | June 2015 to Present

- Responsible for the development and execution for wide-ranging design requests for cars and energy products, including internal and customer-facing projects such as responsive web pages, iconography, retail store displays, tradeshow booths, billboards, marketing collateral, etc.
- Design high-fidelity visual mockups and prototypes from wireframes and deliver final design production-ready assets for development
- Work collaboratively with cross-functional teams to ensure a consistent, integrated brand perception and user experience

#### Key Accomplishments

- Designed all energy web pages on Tesla.com after SolarCity acquisition
- Increased web and traffic leads for SolarCity.com through redesign of website
- Spearheaded the redesign of GivePower.org. Created site architecture, wireframe, user interface and visual design guidelines, which resulted in an increase of web traffic, corporate partnerships, and donors

#### GRAPHIC DESIGNER

##### Art.com (Zenfolio Division) | Menlo Park, CA | Oct. 2013 to June 2015

- Designed and produced a wide range of collateral in both print and digital from concept to completion, including portfolio website templates, email marketing, e-books, social media graphics, infographics, event print collateral, tradeshow displays, media placement ads, and corporate branding
- Collaborated with marketing team to enhance brand development and strategy
- Assisted developers with basic front-end development needs for site updates

#### Key Accomplishments

- Designed bi-weekly email campaigns that increased revenue by 3%
- Developed the first brand style guide for both Zenfolio and Photographer Central to enforce brand standards for partners and internal use
- Created and implemented a file organization system for the creative team

#### MARKETING GRAPHIC DESIGNER

##### AnchorFree | Mountain View, CA | June 2011 to Oct. 2013

- Conceptualized and designed web pages and interactive marketing materials such as banner ads, landing pages, microsites, online promotions, social media campaigns and marketing collateral
- Managed blog and social media accounts, including content and graphics
- Optimized direct response banner ads by performing and analyzing A/B tests

#### Key Accomplishments

- Increased click-through rates by 15% through banner ad designs