

Elizabeth Lopez

Multidisciplinary Creative Designer | Branding • Visual Design • Creative Concepts

PROFILE

Multidisciplinary creative designer with a background in visual arts, digital marketing, customer experience, and business operations. I combine creative thinking with an understanding of how people interact with brands, businesses, spaces, and experiences. Through Digital Creator LLC, I develop thoughtful visual solutions and creative concepts that help transform ideas into meaningful and engaging experiences.

CREATIVE SERVICE

Branding & Visual Identity | Graphic & Print Design | Digital & Social Media Design | Creative Concept Development | Environmental & Experience Concepts | Creative Consulting

Digital Creator LLC

Founder & Creative Director | New York, USA

Independent multidisciplinary creative studio focused on transforming ideas, spaces, and experiences through thoughtful design and creative problem-solving.

- Develop creative concepts across branding, visual design, environmental experiences, and visual storytelling.
- Work directly with clients to understand their vision, challenges, goals, and intended audience.
- Approach projects from both a visual and experiential perspective, considering how people interact with a brand, space, or idea.
- Develop creative solutions designed to strengthen identity, communication, and customer experience.

CREATIVE EXPERIENCE

1. Pandemic Diaries Exhibition - Print Design

Selected visual design project exploring personal and collective experiences during the COVID-19 pandemic.

2. Vote – Social Media Campaign

Visual communication concept developed around civic engagement and social media messaging.

3. L & L Cleaning Corporation – Brand Identity Design

Independent branding project focused on developing a cohesive visual identity for a service-based business.

PROFESSIONAL EXPERIENCE

Patient & Scheduling Coordinator | Shin Huh D.M.D. P.C. – Manhasset, NY | 2022-Present

Coordinate scheduling, communication, records, and daily operations in a fast-paced customer-facing environment. Develop strong skills in client experience, problem-solving, organization, time management, and business operations while working closely with providers and staff.

Office Assistant | Pieper Bar Review – Mineola, NY | 2012-2016

Supported daily business operations, client communication, organization, and workflow. Assisted with video editing and DVD production for educational materials, connecting administrative work with digital media production.

Senior Game Advisor | GameStop – Mineola, NY | 2016-2018

Provided customer-focused sales and product guidance while supporting store operations, inventory organization, and day-to-day business needs.

Sales Associate | Metro by T-Mobile – Mineola, NY | 2018-2020

Developed customer-service, sales, communication, and problem-solving skills while helping customers identify products and services suited to their needs.

EDUCATION

SUNY Old Westbury – Old Westbury, NY

B.S. Visual Arts: Electronic Media & Minor: Digital Marketing | 2017-2021

Nassau Community College – Garden City, NY

A.A.S Commercial Arts: Digital Technologies | 2013- 2015

School of Visual Arts - Manhattan, NY

M.F.A Computer Art | 2016 - 2017

CREATIVE & PROFESSIONAL SKILLS

Adobe Creative Suite • Graphic Design • Branding • Visual Communication • Creative Concept Development • Digital Marketing • Customer Experience • Client Communication • Business Operations & Sales • Problem Solving • Time Management • English & Spanish