

# JOHNNY LOPES

Graphic Designer/ Illustrator  
jcustomcreations@msn.com  
www.Johnnylopes.com  
401.477-3682

**EXPERIENCE:** **Hasbro - Gaming Team** October 2017 - Current  
**Brand, Packaging Designer**

- Design and develop packages from concept to production.
- Create and re-establish branding through market research and testing.
- Maintain brand consistency across all creative executions to support content strategy
- Art direct product photography to create assets for omnichannel branding approach.
- Present design pitches to peers and team stakeholders and licensor partners.
- Design external and internal marketing presentations.
- Collaborate with Package engineering to deliver manufacturable, functional packaging designs.

**Hasbro - Sesame Street / Mr. Potato Head** October 2018 - April 2019  
**Brand, Packaging Designer**

- Design and develop packages from concept to production.
- Maintain brand consistency across all creative executions to support content strategy
- Art direct product photography to create assets for omnichannel branding approach.
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- Collaborate with Package engineering to deliver manufacturable, functional packaging designs.

**Teespring - Buisness Dev** April 2014 - May 2017  
**Graphic Designer**

- Created graphic illustrations, social assets and marketing tools for apparel, web, and merchandise.
- Worked directly with sales department and talent aquisition to create licensed apparel designs for high-impact clients including The NBA, NFL, David Ortiz, Keith Urban, DJ Kahlid as well as Youtube, Twitch and TV clients while ensuring productivity and deliverable quality standards were met.

**Hasbro - Comp Team** Nov. 2011 - April 2014  
**Comp Artist**

- Worked directly with structural engineers and designers to create art files for product packaging, presentations, trade-shows and planograms.

**Slightly Odd** Jan. 2012 - Dec. 2017  
**Brand Designer / Owner**

- Created graphics for apparel, packaging and web assets for local independent clothing brand.

**East Coast Embroidery** March 2013 - June 2013  
**Graphic Designer**

- Worked directly with clients and local organizations in creating art files for screenprinting, embroidery, laser etching and appliqué.

**EDUCATION:** **New England Institute of Art** Sept. 2008 - April 2011  
Brookline, MA  
Bachelor of Science in Media Arts & Anmiation

**CCRI** Sept. 2003 - May 2005  
Lincoln, RI  
Associate in Business Management

**SKILLS:** Photoshop / Illustrator / Indesign / Package Design / Brand & Logo Design / Style Guides  
Event & Exhibit Design / / Social Media Design / Presentation Design / Microsoft Teams  
Schedule Management Collaboration / Vendor Relationships / Organization