

Ádel Torres-López

Multidisciplinary Designer

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Summary

I am a passionate multidisciplinary designer with an affinity for working with creative clients, creating appealing experiences that leave a lasting impression for audiences, attract clients' attention, and strengthen business appeal.

My leadership approach is to foster collaborative environments where diverse experiences and creative minds lead to meaningful work.

Education

Digital Animation & Visual Effects School

Diploma in Visual Effects Production
2019

Tools

Autodesk Maya	Adobe Illustrator
Maya Bifrost	Adobe InDesign
Substance Painter	Adobe After Effects
Redshift 3D	Element 3D
Figma	Ableton Live
Adobe Photoshop	Canva

Skills

3D Animation	Logo Design
3D Modeling	Packaging Design
3D Rigging	Digital Illustration
3D Texturing	Concept Art
Motion Graphics	Video Editing
UI/UX Design	Sound Design
Product Drafting	Audio Mixing

Experience

Xodus Medical Creative Manager 2022 - Current

- Directed a cohesive branding identity approach that effectively communicated our mission, while developing identity guidelines to streamline media, values, and voice, guiding customers to achieve the best possible outcomes and a positive experience throughout their journey.
- Led the redevelopment of the company website and closely collaborated with developers to introduce modern webflow, optimizing the user experience to drive web traffic growth and improve natural SEO performance.
- Introduced a new workflow that focused on making social media posts more meaningful and strategy-driven, which played a key role in increasing followers by 60%.
- Led the digital planning and visual direction for marketing campaigns for a variety of products and brand initiatives, enhancing cohesive messaging and visual consistency.
- Collaborated closely with clinical teams to elevate the quality and effectiveness of educational resources and sales training by utilizing creative problem-solving skills to identify gaps and develop innovative solutions.
- Managed a team of designers and copywriters to achieve daily operation tasks and coordinate project timelines and deliverables.

Xodus Medical 3D Designer | Graphic Designer 2020 - 2022

- Created and managed a library of over 500 product images, patient positioning renders, and associated 3D scenes.
- Streamlined the 3D workflow process to efficiently create character rigs, animations, and media assets.
- Managed and produced digital collateral, including brochures, instructions for use, and social media content consistent with brand guidelines.
- Assisted in the creation and execution of CAD drawings and product concept renders, allowing engineers & clinical leaders to explore the product in a virtual environment before physical prototyping.

Freelance Creative 2020 - Current

Fat Tuesday

- Produced 3D motion graphics for digital signage menu boards that are being used at retail locations nationwide to captivate customers' attention.
- Produced 3D models from CAD drawings intended for utilization across a spectrum of marketing collateral.
- Collaboratively guided and shaped the artistic direction for environmental design elements.