

Ádel Torres-López

Multidisciplinary Designer

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Experience

Xodus Medical Creative Manager 2023 - Current

- Developed and executed a successful rebranding, and implementation that enhanced brand appeal and perception while maintaining a strong focus on the unique value proposition within the medical surgical sector
- Implemented social media content strategies resulting in a 20% increase in followers
- Introduced trend-driven content that resonated with target audiences, positioning the company as a forward-thinking leader in the field
- Created innovative designs and campaigns for a variety of products
- 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

Xodus Medical 3D Designer | Graphic Designer 2020 - Current

- Developed a library of product images, 3D scenes and patient renders containing more than 300 images
- Created 3D character rigs for 3D animations and efficiently streamlined the patient render process
- Produced brand identity guidelines, which refreshed and emboldened the company's digital presence to stand out from competitors
- Managed and produced digital collateral, including brochures, instructions for use, and social media content, consistent with brand guidelines
- Assisted in the creation of and executed CAD drawings and product concept renders, allowing engineers & clinical leaders to explore the product in a virtual environment before physical prototyping

Freelance 2020 - Current

- Produced 3D motion graphics for Fat Tuesday digital signage menu boards, that are being used at retail locations nationwide to captivate customers' attention
- Produced 3D models from CAD drawings provided by a wide range of clientele, intended for utilization across a spectrum of marketing collateral
- Collaboratively guided and shaped the artistic direction for interior design elements
- Assisted with the development and production of educational animations for a dynamic startup, effectively integrating visual communication and lesson plans to enhance learning experiences and facilitate comprehension

Summary

I am a motivated and dedicated multidisciplinary designer. I have an affinity for working with creative clients, creating appealing experiences that attract viewers, retain clients' attention, and enhance 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

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

Skills

3D Animation	Product Concept
3D Modeling	Logo Design
3D Rigging	Label Design
3D Texturing	Digital Illustration
Motion Graphics	Sketching
UI/UX Design	Video Editing
Design Systems	Sound Design