

# Ádel Torres-López

## Multidisciplinary Designer

torres.adel@gmail.com  
linkedin.com/in/adel-torres-lopez/  
512-906-7428

### Summary

I am a multidisciplinary designer with an affinity for collaborating with creative teams, 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

### Core Skills

Creative Direction	3D Animation
Brand Systems & Identity	Concept Design
Marketing Campaign Development	Digital Illustration
UI/UX & Web Design	Video Editing
SEO Strategy	Sound Design
Motion Graphics	Audio Mixing

### Tools

Autodesk Maya	Element 3D
Redshift 3D	Ableton Live
Adobe Creative Suite	Google Analytics / Search Console
Adobe After Effects	Looker Studio
Substance Painter	Wix Studio
Figma	

### 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.
- Optimized website structure and SEO strategy using Google Analytics, Search Console, and Ubersuggest, achieving a 60% Google ranking improvement.
- Led website and UX redevelopment, driving qualified inbound web requests that generated \$175K in sales opportunities.
- Implemented refined social media messaging and animated visuals, increasing user engagement and follower count by 250%.
- Collaborated with clinical teams to elevate educational resources, identifying gaps and developing innovative solutions for 65% improved effectiveness.
- Managed a team of designers and copywriters, synchronizing workflows to achieve an 85% reduction in production time.

#### Xodus Medical 3D Designer | Graphic Designer 2020 - 2022

- Developed and cataloged a collection of 1,000+ high-fidelity product visuals, patient positioning renders, and intricate 3D environments, standardizing visual assets for marketing.
- Designed and implemented a refined 3D workflow, directly reducing animation rendering time by 65% and boosting media asset throughput.
- Managed and produced digital collateral, including brochures, instructions for use, and social media content consistent with brand guidelines.
- Developed detailed CAD blueprints and photorealistic concept renders, allowing engineering teams to evaluate over 5 unique design iterations virtually, reducing physical prototyping costs by 25%.

#### Freelance 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.
- Created custom illustration assets for the environmental design of a new Fat Tuesday location, contributing to the visual atmosphere and branded customer experience within the space.