

Ádel Torres-López

Multidisciplinary Designer

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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.
- Supported the sales team by developing presentations, training materials, and customer-facing tools that strengthened company messaging, built trust with distributors and prospective partners, and supported business development efforts.
- 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.