

Marga Lopez

Graphic Design
Canada

View the full portfolio at <http://www.thecreativefinder.com/marga123>

Professional Experience and Curriculum Vitae

Hello, my name is Marga Lopez and I do good design.

I believe that good design comes from more than understanding aesthetics and trends, it's about interacting with the collective knowledge and media possibilities to facilitate communication. If you want your message to reach it's destination you have to think of design as a critical factor of your strategy to help your message navigate and stand out from the rest.

Previous Clientele

Danone Mexico
Procter and Gamble Mexico
Grupo Modelo (Corona Beer)
Cemex
Sony
Geo
American Express
Grupo Bachoco
ICBC
BC Hydro
Vancity
Fincentric
BC Housing
Moulding and Millwork
Toyota
Parissa
Terapeak
Romer's Burger Bar
Spectra Group

Awards and Accolades

Born in Mexico City, Marga obtained a B.F.A in Graphic Design from the InterContinental University, with a focus on branding and corporate identity. With more than 12 years of national and international design experience with both global industry leaders and start-up companies, Marga's extensive experience in both the corporate and consumer arenas has allowed her to create brands for such clients as Danone, Procter and Gamble, Grupo Modelo (Corona Beer), Cemex, Sony, Geo, American Express, Grupo Bachoco, ICBC, BC Hydro, Vancity, Fincentric and BC Housing.

She has gained experience working at prestigious design firms in Mexico such as Signi and Landor Associates, and for canadian design firms as Rivera Design Group, Evolutionary Imaging, Ideastream Design and Bare Advertising and Communications. She is a Professional Member of the Society of Graphic Designers of Canada (CGD) where she is currently the Past President of the BC Mainland Chapter and was Co-Chair of Icoagrada Design Week 2010 and Graphex 2010.

Fluent in both Spanish and English, Marga's work has been recognized by the Mercomm ARC Awards and the IABC Bronze Quill as well as the NAIC Nicholson Awards and Mexico's Premio Quorum.

Specialties:

Communication design; strategic identity design and brand communication systems; extensive editorial design and print production; website design and production.

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