Marilu Lopez

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experience

03/2015- present
CHOICES MAGAZINE *and* STORYWORKS (Grades 1-3, launch 2016)
ART DIRECTOR
Redesign of Scholastic health magazine for teens. Responsibilities include all editorial visual content for both print and web.

09/2011 - present
MARILU LOPEZ DESIGN
PRINCIPAL
Clients: Bauer Media: redesign of Closer Magazine • All You Magazine SIPs: Art Director • Scholastic Parent and Child Magazine: Cover Consultant • Weight Watchers Magazine: redesign • Woman's Day Magazine: Acting Creative Director • Health Magazine: Designer, tablet and print • TV Guide Magazine: Designer • Chandelier Creative Agency: Designer, redesign of Amica Italian Fashion Magazine

04/2011 - 07/2011
SHAPE MAGAZINE
DESIGN CONSULTANT AND CREATIVE DIRECTOR
Successfully implemented initiative to reduce pre-press costs by up to one third previous costs while maintaining quality and efficiency. Reorganized and rebudgeted 4 person art department. Collaborated with Advertising and Digital departments in redesign of Shape.com.

12/2010 - 04/2011
PARENTS MAGAZINE
ACTING ART DIRECTOR
Helped transition the Art Department from print to tablet design. Art direction on photo shoots and design for layouts and cover. Managed color and retouching.

01/2006 - 12/2010
WOMAN'S DAY MAGAZINE
GROUP CREATIVE DIRECTOR
Redesign including cover, logo and format. As Group Creative Director I oversaw all editorial creative content and collaborated with Content Brand Managers in multi-platform divisions for the Hachette Filipacchi Women's Group. This included over 20 titles in areas from Shelter to Holiday Specials.

10/2003 - 01/2006
GOOD HOUSEKEEPING MAGAZINE
DESIGN DIRECTOR
Redesign including cover and format. Responsibilities include all editorial visual content, concept development for fashion, beauty, features, and food. Design direction of four S.I.P.'s, including Holiday Best. Supervision of seven member art and photo department. In 2004, two issues sold over one million copies, and GH was nominated for an ASME in General Excellence.

01/2002 - 09/2003
MARILU LOPEZ DESIGN
PRINCIPAL
Clients: Glamour Magazine • American Heritage Magazine • TV Guide • E-Teen (a supplement of Essence Magazine) • Fitness Magazine • Forbes FYI

10/1998 - 01/2002
REDBOOK MAGAZINE
CREATIVE DIRECTOR
During my tenure Redbook experienced a 12.6% increase in total audience and a 3.3% newsstand increase. Also a 21.2% increase in readership in the target 30-39 age group.

education

SCHOOL OF VISUAL ARTS
Bachelor of Fine Arts, Media Arts

PARSONS SCHOOL OF DESIGN
Communication Design

awards

Art Directors Club of New York, Society of Publication Designers, Creativity: A.D. Magazine, Prints Regional Design Annual, Society of Illustrators, American Illustration

lectures

HBA GLOBAL: How to Make Your Packaging a Supermodel
SOCIETY OF PUBLICATION DESIGNERS: Small Business, Big Ideas!
PARSONS SCHOOL OF DESIGN: Women in Graphic Design
MAGAZINE PUBLISHERS OF AMERICA: Designing a Magazine for Your Reader

teaching

PARSONS SCHOOL OF DESIGN, 1998 - 2003
Sophomore Introduction to Typography, Bachelor of Fine Arts