

CREATIVE PORTFOLIO

Yvonne Lopez

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PHOTO GRAPHY



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ABOUT ME



Creativity has never been a skill for me. It has always been my language of faith, survival, and purpose. I first discovered storytelling as a child watching my father lead drama in church, writing my own skits long before I was invited on stage. That early hunger grew into a calling to amplify voices that often go unseen.

As a Newyorican woman living in the in between, I fight for the underdog because I have been one. I immersed myself in my culture, teaching myself our language, history, and rhythm, and I carry that lens into every story I shape. I believe honest storytelling does not filter pain. It reveals how people find God on the other side of the impossible.

My leadership is blunt, transparent, and joyful. I cultivate creatives rather than manage them, building environments where people feel safe, seen, and empowered to bring their full selves into the work. I organize complexity with flexibility, protect quality through trust and delegation, and measure success by how confidently my team can lead without me.

At the center of every project I touch is

ONE QUESTION...

How do you get through the impossible?



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MY EXPERIENCE

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Ministry

Work

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CASE STUDY

Untold Stories: A Month-Long Documentary Testimony Series

The Challenge

The church wanted to share testimonies, but traditional highlight reels were no longer resonating. Stories were being sanitized, shortened, and disconnected from the lived experiences of the congregation. There was no clear creative system for identifying, shaping, or integrating authentic narratives into the worship experience.
The challenge was to uncover real stories that reflected the impossible journeys of faith while maintaining spiritual integrity and emotional depth.

My Role as Creative & Art Director

I served as the visionary, producer, director, interviewer, creative lead, and editor for the entire series. I was responsible for identifying stories, shaping the narrative arc, managing production schedules, collaborating with pastors, and ensuring the final pieces aligned with the spiritual tone of each week's sermon.

The Artistic Vision
The goal was to move beyond testimony as content and present testimony as sacred narrative. Each story had to reflect struggle, surrender, and transformation without filtering or polishing away pain. The series was built on one central question.

How do you get through the impossible when God is your only option?

The Process
I worked closely with church leadership to identify individuals whose stories had never been publicly shared but reflected radical transformation. Once selected, I personally reached out to each participant to establish trust and begin the storytelling journey.

Each story began with in-depth phone and email conversations to understand the emotional, spiritual, and cultural context of their experiences.

From there, I designed personalized interview questions for each individual rather than using a templated script.

I created a production schedule that included on-site interview sessions and separate B-roll filming days. When possible, B-roll was captured in meaningful locations tied to their testimony to deepen authenticity.

Post-production included graphic design, music selection, pacing, and visual tone. Music was curated carefully to carry the emotional weight of each story. I oversaw the entire editing process to ensure that no story was rushed or stripped of its truth.



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Untold Stories – A Month-Long Documentary Testimony Series



Cultural & Spiritual Integrity

These stories were not filtered to preserve comfort. They were allowed to be raw, painful, and honest. By protecting the vulnerability of each participant and refusing to sanitize their journeys, the series reflected a faith that is lived, not staged.

Impact

Each week, the congregation encountered stories that mirrored their own hidden struggles. The series created a shared spiritual language around perseverance, healing, and hope. It reframed testimony not as performance, but as communal witness.

The Challenge
Each year, Mother's Day promotions relied heavily on static graphics and generic messaging that struggled to inspire action. We wanted to create something that felt personal, joyful, and participatory rather than promotional.

The challenge was to design a campaign that would emotionally engage families and invite them into an experience, not just an announcement.

My Role as Creative & Art Director
I led the creative ideation, campaign concept, production design, directing, and post-production. I facilitated brainstorming, selected collaborators, designed the visual approach, and oversaw filming, editing, music selection, and motion graphics.

CASE STUDY

Mother's Day Culinary Experience: Reimagining Seasonal Campaign Storytelling

The Artistic Vision
The campaign reframed Mother's Day not as a calendar reminder, but as an invitation to love through action. The concept centered on a simple idea.

If you see a man chefing it up, you will ask your husband to do the same.

This transformed the campaign into something families could share, talk about, and replicate at home.

The Process
Through collaborative brainstorming, we identified food as a universal connector and a safe place for celebration. I recruited a professional chef within the community and partnered with the associate pastor to create a culinary experience that husbands could mirror at home.

Unlike scripted promos, this required adaptive direction. I researched culinary video structure, designed the shoot flow, selected equipment setups, and planned around the realities of cooking where only one true take exists.

Multiple rehearsal takes were filmed for instruction while the cooking segment was executed live. I provided creative direction throughout filming to preserve tone, pacing, and authenticity.

Collaboration
This project required alignment between pastoral leadership, the chef, and myself. I balanced creative leadership with collaborative trust, ensuring that each voice remained visible in the final product.

Cultural & Emotional Integrity
Rather than presenting motherhood through polished sentiment, the campaign honored everyday love, shared effort, and playful encouragement between spouses.

Impact
The video became more than a Mother's Day advertisement. It became a shared moment of imagination, giving families something tangible they could recreate in their own homes and deepening emotional connection to the community.

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Mother's Day Culinary Experience: Reimagining Seasonal Campaign Storytelling



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CASE STUDY

Event Storytelling System: Scalable Visual Coverage Across Ministries

The Challenge

Events were happening frequently across multiple ministries, yet there was no consistent system for capturing usable storytelling assets. Coverage depended on who was available, resulting in fragmented content that could not be reliably repurposed for future campaigns.

The challenge was to create a repeatable creative framework that could scale across ministries, volunteers, and event types while maintaining visual consistency.

My Role as Creative & Art Director

I designed and implemented a comprehensive event storytelling system. This included talent assessment, volunteer placement strategy, creative brief development, on-site direction, asset curation, and post-event content planning.

The Artistic Vision
Rather than documenting events, the goal was to tell the story of community in motion. Every ministry event was treated as part of a larger narrative ecosystem that could fuel recap content, promotional campaigns, and long-term storytelling.

The Process
I assessed each volunteer's strengths to determine whether they were best suited for photography, video, or hybrid coverage. Based on those assessments, I strategically placed team members throughout the venue to ensure balanced capture of moments, emotions, and environmental detail.

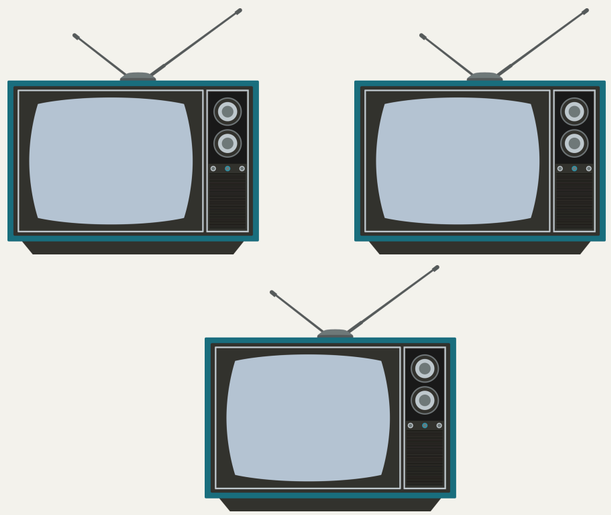
For large events such as Vacation Bible School, I deployed team members across multiple zones of the campus to avoid visual gaps. For smaller gatherings like women's groups, I adjusted placement to capture intimacy and interaction.

Each team member received a curated shot list outlining the types of visuals needed. I provided direction on framing, emotion, and movement rather than technical instructions alone.

Collaboration
This system empowered volunteers by giving them ownership over their role while ensuring all content aligned with the larger creative vision. It created confidence, clarity, and consistency across teams.

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Event Storytelling System: Scalable Visual Coverage Across Ministries



Cultural & Creative Integrity

By honoring individual skill sets and removing competition, the environment became collaborative rather than hierarchical. Volunteers were seen not as helpers, but as artists contributing to a shared mission.

Impact

At the conclusion of each event, I curated all assets into organized libraries, selecting footage that could be used both for immediate recap videos and for future promotional campaigns. This transformed one-time events into long-term storytelling resources and elevated the quality and consistency of the organization’s visual identity.

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