

# Gabriel Allen Paul Lopez

UX/UI Designer | Creative Strategist  
gabedesigns.me

Versatile and ambitious creative strategist with 4+ years of experience in professional image curation and digital marketing best practices coupled with an eye for modern design principles and a strong understanding of user connections, shaping me as a valuable addition to any team. Seeking an exceptional full-time role in the field of UX/UI design.

## EDUCATION

- 2022
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- University of California, Irvine (Jan 2022 – July 2022)  
Division of Continuing Education  
UX/UI Design Bootcamp Certificate
- 2020
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- University of California, Irvine (Sept 2016 – June 2020)  
Bachelor of Arts in Education Sciences  
minor in Business Management

## WORK EXPERIENCE

- 2022
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- Glidewell Dental Laboratories  
Social Media Strategist (Paid Media) (July 2021 – Present)  
· Utilizes collected data from the performance reports to perform A/B testing and seek opportunities to enhance social media efforts.  
· Collaborates with cross-functional teams, including marketing, sales and customer service to ensure brand consistency.  
· Creates robust lead generation funnels for prospecting and increasing followership using paid advertisement.  
· Manages 10+ social media based projects per month in accordance to brand strategy and content frequency.
- 2022
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- GVBE Photography  
Freelance Photographer (Sept 2017 – Present)  
gvbephoto.com  
· Executes event planning with clients to coordinate and provide cohesive itineraries to ensure high quality customer service and detail-oriented work.  
· Curates wedding, graduation, and personal photo sessions.  
· Manages online business presence for platforms such as Instagram, Facebook, and LinkedIn.
- 2021
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- Creative Solutions for Hope  
Social Media Coordinator (Jan 2021 – July 2021)  
· Implemented a results-driven social media strategy aimed to increase brand awareness and client-intake conversions.  
· Enhanced user experience for the company website by implementing new client intake forms and employee training resources on a bi-monthly basis.  
· Improved search engine optimization (SEO) results utilizing Google Analytics to improve client-intake form conversions frequently.
- 2020
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- Fusion of Ideas  
Production Assistant (Sept 2020 – Jan 2021)  
· Analyze warehouse production processes to ensure efficient and cohesive plans to meet 15+ project deadlines per week.  
· Assist the customization of printing and packaging electronics for 10+ project samples per day in order to meet sample of agreements.

## Contact

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## SKILLS

### Personal

- Creative Thinking
- Teamwork
- Communication
- Organization
- Leadership
- Critical Thinking
- Public Speaking
- Empathy
- Teaching
- Solution Oriented

### Technical

- User Research
- Figma
- Interviewing
- Content Planning
- Visual Prototyping
- Project Management
- A/B Testing
- Social Media
- UX Writing
- Photography
- HTML/CSS
- SEO

## PROJECTS

- 2022
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- 2020–2022 Graduation Services  
· Strategized marketing for client services within popular colleges located in California. Coordinated itineraries and location-scouting for 50+ clients within a 3-month period.  
· Tools used: Sony A7RIII, Adobe Lightroom, Adobe Acrobat Pro, Calendly, Google Calendar
- 2022
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- MDES (Mississippi Department of Employment Services)  
· Developed a cohesive redesign for the MDES website aimed to improve and support individuals seeking unemployment aid.  
· Tools used: Figma, Miro, A/B Testing. Usability Testing, User Journey, Site Map, Gestalt Laws, and design principles
- 2022
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- HaloEd (Mobile Immersive Learning)  
· Designed a mobile application created for individuals seeking to adopt new skills or new hobbies on top of their everyday duties.  
· Tools used: Figma, Miro, sketching, user interviews, proto-personas, competitive analysis, user journeys, creative matrix

## HOBBIES AND INTEREST

- Photography
- Choreography
- Music
- Fashion

## ACHIEVEMENTS AND CERTIFICATIONS

- 2022
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- UX/UI Design Boot Camp (July 2022)  
University of California, Irvine
- 2021
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- Google Certifications: Mobile Strategy (Sept 2021)  
Google Skillshop
- 2021
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- LinkedIn Course Path: Project Management (July 2021)  
LinkedIn Learning
- 2016
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- State Seal of Biliteracy (June 2016)  
California Department of Education