

# Gabriel Allen Paul Lopez

UX/UI Designer | Creative Strategist

[gabedesigns.me](http://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 • **University of California, Irvine** (Jan 2022 - July 2022)  
Division of Continuing Education  
UX/UI Design Bootcamp Certificate
- 2020 • **University of California, Irvine** (Sept 2016 - June 2020)  
Bachelor of Arts in Education Sciences  
minor in Business Management



## WORK EXPERIENCE

- 2022 • **Glidewell Dental Laboratories**  
Social Media Strategist (July 2021 – January 2021)  
Social Media Strategist (Paid Media) (January 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 • **GVBE Photography**  
Freelance Photographer (Sept 2017 – Present)  
[gvbephoto.com](http://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 • **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 • **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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 [instagram.com/gvbephoto](https://instagram.com/gvbephoto)  
 [linkedin.com/in/gabedesigns](https://linkedin.com/in/gabedesigns)



## SKILLS

### Personal

- Creative Thinking  
Communication  
Leadership  
Public Speaking  
Teaching  
Solution Oriented

### Technical

- Teamwork  
Organization  
Critical Thinking  
Empathy  
Visual Prototyping  
A/B Testing  
UX Writing  
HTML/CSS
- User Research  
Interviewing  
Project Management  
Social Media  
Photography  
SEO



## PROJECTS

- 2022 • **Graduation Services (2020-2022)**  
· 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 • **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 • **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



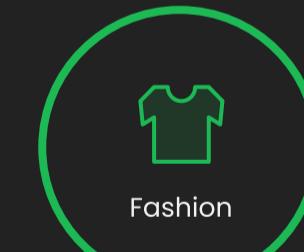
Photography



Choreography



Music



Fashion



## ACHIEVEMENTS AND CERTIFICATIONS

- 2022 • UX/UI Design Boot Camp Certificate (July 2022)  
[University of California, Irvine](https://www.gabedesigns.me)  
Google Certification: Analytics (July 2022)  
[Google Skillshop](https://www.google.com/skillshop)
- 2021 • Google Certifications: Mobile Strategy (Sept 2021)  
[Google Skillshop](https://www.google.com/skillshop)
- 2021 • LinkedIn Course Path: Project Management (July 2021)  
[LinkedIn Learning](https://www.linkedin.com/learning)
- 2016 • State Seal of Biliteracy (June 2016)  
[California Department of Education](https://www.ca.gov/biliteracy/seal.html)