

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 • **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
 - 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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SKILLS

Personal

- Creative Thinking
Communication
Leadership
Public Speaking
Teaching
Solution Oriented

Technical

- User Research
Organization
Critical Thinking
Empathy
Visual Prototyping
A/B Testing
UX Writing
HTML/CSS
- Figma
Content Planning
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



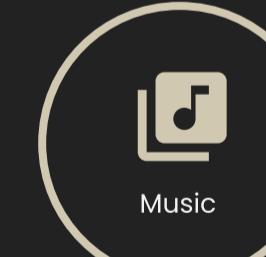
HOBBIES AND INTEREST



Photography



Choreography



Music



Fashion



ACHIEVEMENTS AND CERTIFICATIONS

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