

Jorge Luis López

Senior Product Designer

 Mexico City, Mexico.

Contact

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General Skills

- Team leadership
- Problem solving
- Project planning
- UX UI Design
- Branding

Education

- **Product Innovation (ME310)**
Stanford University,
Stanford, CA
- **Industrial Design**
Industrial Design Research
Center, UNAM, Mexico

Languages

English - Fluent (100% FCE Certified)
Spanish - Fluent (Native)

About Me

Innovative, visionary, and detail-oriented UI/UX design leader, creative director, and brand strategist possessing +8 years of experience directing creative strategy and driving creative execution for digital platform development projects. Proven success delivering engaging product concepts through concise aesthetic-driven design processes, while directing creative, global and multidisciplinary teams in order to achieve team success and milestones on a national and global scale.

Dynamic leader with strong oral and written communication skills, able to oversee strategic planning for team direction and delivery in fast-paced environments, while driving tech stack selection deriving from collaborative opportunities with team members. Strong self-starter with extensive experience designing websites, mobile applications, as well as creative projects for high-end brands, intuitively conceptualizing and establishing brand strategy that enhance stylistic strategies. Optimistic and upbeat attitude, capable of motivating team members by setting an example and celebrating team accomplishments.

Areas of Expertise & Technical Proficiency

- UI / UX Design & Prototyping
- Project Management
- Cross-functional Team Management
- Creative Direction & Brand Development
- Best Practices & Latest Design Trends
- Team Collaboration & Leadership
- Customer Service / People Skills
- Basic Programming (HTML, CSS)

Tools

- Figma
UI Design | Prototyping
 - Sketch
UI Design | Prototyping
 - Notion
Product Management
 - Github
Development & Version Control
 - Adobe Illustrator
Graphic Design
 - Adobe Premiere
Video Editing
 - Adobe Photoshop
Image Processing
 - Monday
Product Management
 - Trello
Project Management
 - Rhinoceros
3D modelling
 - Keyshot
Product rendering
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Career experience

Independent Project Contracts

Mexico City - New York (Global/Remote). 2014 - Present
Creative Director, UI/UX, Product Designer, Project Manager

Deliver creative direction through constant concept developments ranging from digital platforms to brands.

Perform creative design processes, which consist of several research and analogues documentation as well as ideation, beginning with pen to finalized digital prototypes.

Assemble a team that adheres to the same design process and direct the team's day-to-day activities, as required. Prepare for meetings, phone calls, or work days with programmers and other professionals to ensure perfect execution of plans for digital projects.

Deliver cross-functional team management for the development / coding phase upon concept and design approval, while overseeing both designers and programmers with different levels of expertise and experience in order to achieve the initial concept development. Other daily duties include reporting to clients, preparing for meetings, and more.

• DAM Health UK

Directed tech operations management for DAM's incursion in the Latin American market by building, establishing, and overseeing a team of developers for the delivery of a product exceeding quality standards as in European countries.

Skills

- Web design
- Mobile design
- User experience
- Wireframing, prototyping & testing
- Design system
- HTML
- CSS
- Bootstrap
- Javascript (beginner)

Executed seamless project management and planning in order to meet the client's critical expectations. Diligently coordinated a team to oversee the multiple integrations and customization from external digital services' APIs needed to develop the company's new platform which included a progressive web app (developed in Typescript.js), mobile apps (developed in Flutter), and an admin dashboard (developed in Typescript.js) hosted in AWS Kubernetes for a faster multi-region deployment supported by Unit Testing and Github's continuous integration.

Met and exceeded client's expectations throughout the entire duration of the project.

<https://dam.squids.online/>

References

- **Andy Gaskell**

Head of IT and Systems -
DAM Health UK

andy.gaskell@damgroupuk.com
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- **Fifteen app**

Performed initial product design by conducting a video conference with a celebrity, proving to the client that there was a greater potential for the app as anyone could use it.

Fifteen app is a platform that connects people from every industry through a video call.

- **James Keithley**

CEO -
Fifteen app LLC

james@fifteen.email
+1 (917) 721-3839

Delivered UI/UX consulting and design services for the development of an app that was better suited for the specific language properties. Project managed the entire project process and ensured prototypes were completed on time, while testing out each prototype separately in order to guarantee complete accuracy and functionality for quality assurance purposes.

- **Alessandro Grandotto**

Business Marketing Execution
Americas -
Luxottica Group

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Set up every development accounts that were required, from the Apple App Store to AWS, Stripe, etc.

Strategically developed and implemented a separate business space that provides users a similar payment experience to the Stripe Connect Dashboard, where the new platform allows users to use a debit card, profiting after each successful transaction incoming from a served video call.

- **Miguel Ángel Solano**

Art Director -
Casa Cora
miangsor@gmail.com
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Fulfilled client expectations by delivering the project successfully ahead of schedule and significantly optimizing project resources, while collaborating alongside the design team and with the aid of technology selection.

This project was one of the first to combine Flutter's new technology with the reliability of AWS services.

fifteenapp.com

- **Ana Laura Bravo**

Marketing Director -
Bruxo Mezcal, Blasfemus
laura.bravo@bruxomezcal.com
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- **Ray-Ban International**

Oversaw product planning and UI/UX design. Recruited and formed a development team tasked with delivering an online game for an international digital Ray-Ban Campaign, in a very short timeframe.

The Development team achieved several daily milestones that were immediately shared with Ray-Ban main offices in Italy throughout each phase of the project, from conceptualization to project launch.

Interests

- Self education - currently studying Javascript
- Sports - practice boxing
- Design, arts and fashion trends

- **Casa Cora (developed by Belmond, part of LVMH Group):**

Entitled by the work team to design from scratch the company's brand identity for this real estate project, which included print design, art direction, as well as website design and development.

Conducted a very meticulous research phase that preceded constant design iterations in search of achieving LVMH's partners' standards.

- **Bruxo Mezcal, distributed in the United States by Beam Suntory:**

Been leading initiatives for almost eight years of content generation and overall design ranging from branding, marketing web activations, and media.

One of the top 3 Mezcal brands in the world and constantly awarded with a gold, double gold and silver medals at the San Francisco World Spirits Competition.