

# Julian Lopez

**Product Designer • UX/UI • User Interface Design • User Experience Design • Visual Design • Interaction Design • Brand Strategist • Marketing Design**

Philadelphia, PA

-Email me on Indeed: <http://www.indeed.com/r/Julian-Lopez/dd0cba7fcb064f04>

Is your brand ready to achieve the results it deserves? If you answered yes, you are in the perfect place. To achieve these results, your brand needs someone passionate, dedicated, and thrilled about UX/UI Design and an expert who's devoted years to crafting digital products from the ground up, like me.

Hello! I am Julian Lopez, and I develop and design digital products that disrupt markets. Great brands never succeed by playing it safe. The market will always reward those who bring the most value to the table in the most innovative way, and this is what I intend to do with your brand.

Creative thinking is at the core of product and web design. If you want to strike passion into the hearts of your consumers, you need to be creative, innovative, thought-provoking, and crystal clear on who you are speaking to.

Authorized to work in the US for any employer

## Work Experience

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### UX/UI Product Designer

Freelance, looking to transition into a full-time role

January 2017 to Present

Identify new possibilities to create phenomenal user experiences.

Customized product strategies and techniques help your product create an immersive experience and reach more consumers. This approach ensures the end-to-end journey with the product surpasses expectations and desired outcomes.

- Generated \$5M+ in client revenue
- Gathered and evaluated user requirements in collaboration with cross-functional teams
- Created one-of-a-kind products to captivate users with uncomplicated and user-centric designs

### UX/UI Product Designer

Radian Group Inc.

January 2022 to December 2022

Produced and executed new products from concept to production, streamlined existing product workflows to increase business outcomes, developed prototypes, used data research to create informed decisions, and remained abreast of changing technologies and industry best practices.

- Mentored and managed a team of 3 designers based in the U.S. and India
- Led the design vision of the consumer-facing product
- Built an omni-channel experience for desktop, tablet and mobile

## **UX/UI Product Designer (Contract)**

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July 2021 to December 2021

Devised and formulated site-maps, wire-frames, as well as website and mobile app designs for in-house initiatives. Liaised with process owners, management, peer managers and collaborated with cross-functional teams to identify and implement business process improvement and best practices in a consistent manner.

- Enhanced designs for ADA compliance
- Improved existing workflows to increase the user experience
- Created prototypes and presented designs to Stakeholders

## **UX/UI Product Designer**

AssetWorks - Wayne, PA

January 2019 to June 2021

Steer the development, analysis and administration of digital delivery products and services by monitoring performance and effectiveness of programs to enhance effectiveness and customer satisfaction by utilizing market research data, business strategy, and customer segmentation to ensure profitability for AssetWorks. Design and streamline the usability, accessibility, and comfort provided in the user's interaction, by industry research, along with extensive and iterative testing for an immersive omni-channel experience.

- Generated \$2.5M+ sales by leading multiple product designs
- Produced and executed new products from concept to production
- Led the design vision of the products

## **Digital & Print Designer**

Milton & Betty Katz JCC - Margate City, NJ

August 2017 to December 2018

Developed and executed innovative and proven design solutions for websites, brochures, email blasts, posters, social media, newsletters, digital ads, and fliers.

- Achieved 50K+ in non-profits donations
- Led designs from concept to launch
- Headed multiple sold-out fundraiser events to optimize business process.

## **UX/UI Product Designer Intern**

Sustain Creativity - Philadelphia, PA

January 2016 to April 2016

- Designed high-fidelity desktop, tablet and mobile applications for E-commerce clientele.
- Built interactive prototypes
- Created user flows, wire-frames, and site-maps.

## **Education**

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### **Bachelors of Science in Graphic Design**

The Art Institute of Philadelphia - Philadelphia, PA

January 2014 to March 2017

## Skills

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- Graphic Design
- User Experience Design
- Adobe Illustrator
- Adobe Photoshop
- Mobile Applications
- Layout Design
- Adobe InDesign
- Agile
- Branding
- Product Designing and Solutions
- Business Operations Management
- Strategic Planning and Analysis
- Process Improvement
- Web Designing and Development
- Project management
- Team Development and Leadership
- Customer Satisfaction and Success
- SaaS (iOS and Android)
- Adobe Creative Suite
- Typography
- Sketch
- Color theory
- Adobe XD
- Jira
- Product management
- Responsive web design
- Balsamiq
- Interaction design
- Information architecture
- Lean
- Visual design
- Scrum
- A/B testing
- Marketing
- Digital design
- Wireframing

- Usability
- User research
- Web development
- Figma
- Presentation skills
- Mobile devices
- Enterprise software
- UX
- UI design
- Design patterns
- UI
- Research
- Design thinking
- Experience design
- Requirements gathering
- Design research
- Market research
- Product development

## Links

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<http://julianlopezgraphics.webflow.io>