

Daniel Lopez

Graphic UX/UI Designer

Education

AAS, Advertising + Graphic Design (May-2025)

Central Piedmont Community College

Google UX Design Professional Certificate

Google Career Certificates

Certificates

- Advanced Vectorial Illustration
- Art Direction and Composition
- Branding for Digital Brands
- Color and Retouch in Photoshop
- Conduct UX Research and Test Early Concepts
- Iconography for Digital Brands
- Logo Design from zero
- Adobe Photoshop for Graphic Design
- Photo Manipulation for Advertising

Skills:

Art Direction: Skilled in providing art direction for cohesive visual storytelling through advertising, UI/UX, digital matte painting, and photo-illustration adhering to composition principles.

Branding/Visual Identity Design: Proficient in crafting impactful brand identities: logos, color palettes, typography, and comprehensive guidelines. Skilled at translating brand values into visually compelling digital and print designs.

UX Research: Experienced in conducting user research through methods like competitive analysis, empathy mapping, and journey mapping.

Visual Design: Skilled in typography, color theory, layout, and branding fundamentals. Expertise in creating cohesive visual identities and maintaining brand consistency.

Tools:

Visual: Illustrator, Photoshop, AI tools, PowerPoint and InDesign

Interactive: Figma, Adobe XD, SketchUp

Video and Motion: After Effects, Vimeo, and Premiere Rush

Web Design: Visual Studio, WordPress, Wix

Contact

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www.behance.net/DanielLopezPortfolio

About Me:

Strategic and creative designer skilled in graphic design, branding, UI/UX. Crafts captivating visuals and intuitive user experiences through research. Proficient in branding, layouts, iconography, and art direction.

Experience:

- Developed branding, UX/UI, advertising, and editorial design projects at university, plus personal UX/UI and branding projects.
- Contributed as a tester in 150+ usability studies for UserTesting, evaluating websites/apps, detecting bugs, and providing feedback to companies like Amazon, Canva, AliExpress, Wells Fargo, Microsoft, and Google.

Projects:

Build It Up - (UX/UI College Class)

Developed the "Build It Up" app to simplify product assembly through comprehensive user research, persona development, and understanding user needs with existing market products like printed instructions. Designed interactive 3D models and a user-friendly prototype using Figma, SketchUp, Illustrator, and Photoshop. The app provides clear, engaging instructions for both novices and experienced assemblers, enhancing the overall assembly experience.

Istanbul Olympic Games (GRD3 Class)

Designed a compelling brand identity for the Istanbul Olympic Games, a university project aimed at capturing the city's rich culture, history, and the essence of the Olympic Games. Cohesive system through color palette, typography, pictograms, logo design, and brand assets developed using Illustrator,