

Daniel Lopez

UX/UI Designer

Education

AAS, Advertising + Graphic Design (May-2025)

Central Piedmont Community College

Google UX Design Professional Certificate

Google Career Certificates

Certificates

- Foundations of User Experience (UX) Design`
- Start the UX Design Process: Empathize, Define, and Ideate
- Build Wireframes and Low-Fidelity Prototypes
- Conduct UX Research and Test Early Concepts
- Create High-Fidelity Designs and Prototypes in Figma
- Build Dynamic User Interfaces (UI) for Websites
- Branding for Digital Brands
- Art Direction and Composition
- Iconography for Digital Brands

Skills:

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

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

UI Design: Proficient in creating accessible, user-centered, and responsive interfaces. Skilled in wire-framing, prototyping, and information architecture.

UX Strategy: Able to develop UX strategies that align with business goals, user needs, and brand vision by synthesizing research insights. Expertise in creating seamless end-to-end experiences.

Tools:

Interactive: Figma, Adobe XD, Sketch Up

Web Design: Visual Studio, WordPress, Wix

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

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

Contact

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www.behance.net/DanielLopezPortfolio

About Me:

Strategic and creative designer skilled in UX/UI, graphic design, and branding. 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 – Assembly App (UX/UI College Class)

Developed “Build It Up” to simplify product assembly through user research and persona creation. Designed an interactive, user-friendly app with 3D models for visualizing assembly using Figma, SketchUp, Illustrator, and Photoshop, providing clear instructions for all users.

HARMONROAST – Coffee Shop (Google UX Design Professional Certificate Project)

Created “HARMONROAST” to enhance the coffee ordering experience through user research and persona creation. Implemented a user-friendly interface with customization options, scheduled ordering, and a two-step employee list system for accurate and efficient preparation.