Daniel Lopez

Graphic, UX/UI, and Marketing Designer

Education:

AAS, Advertising + Graphic Design
Central Piedmont Community College

Google UX Design Professional Certificate
Google Career Certificates

Certificates:

- Adobe Photoshop for Graphic Design
- Advanced Vectorial Illustration
- Art Direction and Composition
- Logo Design
- Color and Retouch in Photoshop
- Branding for Digital Brands
- Build Dynamic User Interfaces (UI) for Websites
- Build Wireframes and Low-Fidelity Prototypes
- Conduct UX Research and Test Concepts
- Create High-Fidelity Designs and Prototypes in Figma
- Landing Page Design to Boost Conversion Rates

Skills:

Marketing Design: Proficient in developing multi-channel marketing solutions, including print materials, landing pages, digital ads, and event graphics. Experience implementing SEO/SEM strategies while ensuring cohesive, brand-consistent messaging.

Social Media & Digital Content: Create and manage dynamic social media campaigns, developing engaging content, visuals and motion graphics while maintaining consistent brand messaging across platforms.

Branding/Visual Identity Design: Proficient in crafting cohesive visual systems and brand identities through strategic use of typography, color theory, and layout principles. Skilled in developing comprehensive digital and print assets while maintaining consistent brand identity across all platforms.

Strategic Design Planning & Implementation: Proficient in translating project needs into end-to-end design solutions. Successfully managed multiple project iterations while maintaining design system consistency.

UX/UI and Web Design: Execute end-to-end design processes through systematic research and prototyping, creating high-fidelity prototypes and responsive interfaces.

Tools:

Visual: Illustrator, InDesign, Photoshop, PowerPoint
Product: Adobe XD, Figma, Fusion 360, SketchUp
Video and Motion: After Effects, Premiere Rush, Vimeo
Web Design: Mailchimp, Visual Studio Code, WordPress
Planning & Productivity: MS To Do, MS Teams, Figma Jam, and AI tools, including Claude and ChatGPT
Data Analysis: Excel, Google Analytics GA4

Contact:

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About Me:

Strategic and analytical designer with a multidisciplinary approach, specializing in web design, UX/UI, graphic design, brand development and marketing design. Delivering impactful visuals across social media and traditional channels while maintaining brand consistency through data-driven decisions, with experience in photo manipulation and motion graphics.

Experience:

Jr. Marketing Designer at LSI:

- Developed dynamic social media content and motion graphics, creating event-based visuals while maintaining consistent brand messaging across platforms.
- Designed print materials including posters, infographics, promotional products and exhibition materials, maintaining brand cohesion across touchpoints.
- Developed and implemented design systems with iconography library and asset management framework, streamlining workflow efficiency and brand consistency.
- Created digital content including WordPress development, HTML/CSS solutions and email campaigns, maintaining brand messaging.
- Applied Google Analytics, SEO and SEM practices to analyze traffic patterns and user behaviors, developing data-driven strategies and implementing improvements based on traffic analysis.

Web Designer and Analytics Consultant at Orange Rocket:

- Designed and managed web projects, combining web design expertise and analytics to enhance user experiences and drive marketing objectives.
- Leveraged GA4 insights to analyze traffic sources (organic, direct, referral, social) and user behaviors, developing data-driven marketing strategies.
- Created visually compelling and strategic marketing assets (e.g., web layouts, landing pages) to support traffic growth and conversions.
- Delivered weekly marketing reports, providing actionable insights on user engagement and campaign performance to optimize results.

User Testing:

Contributed as a UX tester evaluating user interfaces across websites and applications, helping companies understand user experiences, identifying usability issues, suggesting UI improvements, and providing detailed feedback to major companies including Amazon, Canva, AliExpress, Wells Fargo, Microsoft, Google, and others.