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:
- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, and Ideate
- Conduct UX Research and Test Concepts
- Build Dynamic User Interfaces (UI) for Websites
- Build Wireframes and Low-Fidelity Prototypes
- Create High-Fidelity Designs and Prototypes in Figma
- Landing Page Design with Figma to Boost Your Conversion Rates
- Branding for Digital Brands
- Art Direction and Composition
- Color and Retouch in Photoshop

Skills:
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.

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.

UX/UI and Web Design: Execute end-to-end product design processes through systematic user research and iterative prototyping. Transform research insights into effective design solutions while maintaining design system consistency. Proficient in creating high-fidelity prototypes and developing interfaces using HTML/CSS.

Digital Experience & Analytics: Highly skilled in Information Architecture and user flow optimization, leveraging data analytics to drive design decisions. Proficient in content strategy development and SEO implementation. Strong focus on creating structured, user-centered digital experiences supported by analytical insights.

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: AI tools, Figma Jam, MS To Do, MS Teams
Data Analysis: Excel, Google Analytics GA4

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About Me:
Strategic and analytical designer with a multidisciplinary approach to creative solutions. Skilled in graphic design, UX/UI, and marketing design, creating impactful visuals and user experiences through research. Proficient in branding and digital design, with additional expertise in photo manipulation, motion graphics, and data-driven decisions.

Experience:
Jr. Marketing Designer at LSI:
- Developed and implemented design systems with iconography library and asset management framework, streamlining workflow efficiency and brand consistency.
- 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.
- Created digital content including WordPress development, HTML/CSS solutions and email campaigns, maintaining brand messaging.
- 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.

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.