



Joel Lopez

joel@typefasterjoel.com

EXPERIENCE

ProspectNow / Buildout Since Sept. 2016 - Remote

Senior Software Engineer / Product Designer

- **UI/UX Design:** Teamed up with ProspectNow to craft a user-friendly UX strategy, giving their platform a fresh, new look
- **Team Lead:** Led the charge in setting up JIRA and steering sprints for the UI redesign project
- **UI Engineer:** Rebuilt ProspectNow's Platform in React and Redux
- **UI Design, Front-End Dev, Team Collaboration:** Kicked off Buildout's first full-fledged Design System; designed the system in Figma, collaborated with designers to set the styles and tone, collaborated with developers with Rails to build a gem for the team.

Linux Academy Feb. 2017 - Jan. 2020 - Keller, TX

Director of Product (UI/UX)

- **UI Design:** Crafted UI mockups and prototypes, bringing ideas to life for both new and ongoing project
- **Design Lead:** Mapped out creative strategies for 2 apps and 10+ features, focusing on user experience
- **UX Research:** Led a major user survey with 500+ students, using their insights to shape the platform's roadmap.
- **Cross-Team, Design Team Lead:** Created the Product Team's structure and help shaped a cross-team communication strategy. Fostered a positive team environment, achieving 98% satisfaction, setting clear KPIs, and held weekly 1-on-1s to support the product team members.

BCBH Technologies Jun. 2015 - Jul. 2016 - Remote

Consultant (UI/UX/Development)

- **UX Design:** Shared insights and best practices on A/B testing, conversion design, and UX Research
- **Cross-Team, Design Team Lead:** Consulted on building design and engineering teams, led the company by interviewing and training the inaugural designer and developer.
- Offered training in Google Analytics, highlighting its role in design and research for the team.

Ascentus Jan. 2013 - Mar. 2016 - Orlando, FL

Production Director (UI/UX/Development)

- **UI Design:** Successfully designed, developed and launched 3 products.
- **UI Design, Front-End Development:** Led the design and development for MesotheliomaGuide.com, which was sold for over \$3M dollars
- **Graphic Design:** Designed and published an inspirational book for Mesothelioma Patients
- **UI Design:** Boosted conversion rates by 30% of our products through A/B testing and analytics, increasing revenue significantly by \$400K to \$750K annually.
- **Cross-Team Lead, Design Lead:** Managed the full cycle of the Engineering and Design team members, handling interviewing, on-boarding, off-boarding, and familiarized everyone with JIRA in an Agile environment.

Lightmaker Oct. 2009 - Jan. 2013 - Orlando, FL

Lead Front-End Engineer

- **UI Design:** Played a big role in launching over 20 web products using front-end and back-end tech
- **Team Lead:** Established Coding standards for the Front-End Engineering Team
- **UI Design:** Led the creation and design of the Virtual Press Junket; designed the UI for over 30 unique junkets
- **UX Design:** Led UX Research and User Interviews with over 50 users in Dallas, TX for a client

Southern Technical College Mar. 2009 - Jun. 2009 - Brandon, FL

Adjunct Instructor

- **Design Planning:** Crafted lesson plans and a roadmap for the course of "Introduction to Web Design and Development"
- **Design Education:** Taught 20 students on best practices around UI design and UI development.

EDUCATION

The Art Institute of Tampa

BFA - Interactive Media Design

- President of IMD Club
- Dean's List Graduate (3.8GPA)
- Featured Student Artist
- Hon. Mention People Choice Awards

Conferences

Attendance

- ConversionConference 2015
- PubCon 2013, 2014
- WordCamp Miami 2013, 2015
- WordCamp Orlando 2015

Workshops

Speaker

- Startup Basecamp - Design and Convert with UX. Use data vs using trends.

SKILLS

Languages

- English
- Spanish

Software / Coding

- React
- HTML/CSS/JavaScript
- Typescript
- WordPress, WP REST API
- PHP/Laravel
- Adobe
- Figma
- NextJS