



JOEL LOPEZ

PRODUCT DESIGNER

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EXPERIENCE

Linux Academy • Keller, TX • Feb. 2017

Director of Product

- Design Mockups and prototypes for future and current products
- Developed Strategy and Creative Scopes for 2 applications and over 10 new features
- Conducted User Survey with over 500 students to determine future roadmap of the product.

ProspectNow • Mountain View, CA / Remote • Sept. 2016

Freelance Product Designer

- Helped ProspectNow develop UX Strategy to redesign their platform
- Redesigned the brand, marketing materials, and platform
- Front-End Development of the platform; WordPress Development of marketing site

Gamer's Hive • Remote • Aug. 2010

Founder

- Developed a social network with gamified elements
- Successfully launched Alpha version in October 2015
- Led user research and user testing of over 250 participants to improve the product

BCBH Technologies • Remote • Jun. 2015 - Jul. 2016

Consultant - UX/UI/Dev

- Advised on best practices for A/B tests, conversion design, and UX research
- Trained the team to use Google Analytics and its role in design and UX

Ascentus / Crow's Nest Digital • Orlando, FL • Jan. 2013 - Mar. 2016

Production Director - UI/UX/Dev

- Successful launch of 3 products; hand-picked team to design and develop web and mobile apps
- Sold MesotheliomaGuide.com for over \$3 million dollars; designed and developed the site
- Led UX research, user testing, and A/B testing; improved conversion across all products
- Developed a custom WordPress plugin for content creation used in MesotheliomaGuide.com
- Developed a RESTful API to be used with iOS Application that tracked fitness challenges
- Designed and published an inspirational book for mesothelioma patients
- Performed A/B tests to improve conversion; improved conversion by 30% across all sites resulting in an increase in revenue by \$400k to 750k a year

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

Lead Front-End Developer

- Successfully launched over 20 web products
- Created coding standards for the front-end development team
- Produced Virtual Press Junket platform for Disney; designed over 30 junkets
- Led UX research and user testing of over 50 users in Dallas, TX for a high profile client
- Designed and developed web mobile app for hurricane preparedness in Florida

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

Adjunct Instructor

- Created lesson plans and courses for Introduction to Web Design and Development
- Educated various age groups on best practices of the design and development of a website

NETWORK

TopTal • San Francisco, CA • Jun. 2016

Freelance Designer

- TopTal is a freelance network where only the top 3% of designers are selected to join
- Published article on the TopTal blog read by 80,000+ users; teaching users to convert with data

SKILLS

- 👤👤👤 Adobe Creative Suite
- 👤👤👤 Sketch
- 👤👤👤 HTML5/CSS3/JS
- 👤👤👤 Schema/Microformats
- 👤👤👤 jQuery
- 👤👤👤 Angular 6
- 👤👤 React
- 👤👤 Laravel
- 👤👤👤 PHP/MySQL
- 👤👤👤 WordPress, WP REST API
- 👤👤👤 Git/SVN

LANGUAGES

English

Spanish

SPEAKER

Startup Basecamp Workshop 2016

EDUCATION

The Art Institute of Tampa

BFA • Interactive Media Design • 2008

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

Conferences:

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

Online Education:

- Ultimate Angular 2017-2018
- CodeAcademy - Angular 2 - 2016
- Egghead.io - React 2016