

Joel Lopez

Senior Design Engineer – at the seam between design and engineering. 15+ years shipping products, design systems, and production code.

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EXPERIENCE

Buildout – fka ProspectNow Jan 2020 – Present

Senior Design Engineer · Remote

- First role of its kind at Buildout, created to bridge the gap between design and engineering org-wide
- Founded Blueprint, Buildout’s design system: 50+ React components and configurable SCSS theming; adopted across all 4 Buildout products
- Built Blueprint’s documentation site from scratch using Fumadocs on React Router 7; architected a private npm registry for in-house versioning and distribution
- Led new product initiative post-acquisition; drove design and front-end from concept through launch

Linux Academy Feb 2017 – Jan 2020

Director of Product (UI/UX) · Keller, TX

- Directed product strategy for 2 apps and 10+ features; produced prototypes and mockups for all major initiatives
- Led a 500+ student UX research survey; findings directly shaped the platform roadmap and feature prioritization
- Managed 5 direct reports (2 designers, 1 illustrator, 2 project managers); built the team from scratch and established cross-team communication processes achieving 98% satisfaction

ProspectNow – Freelance Sept 2016 – Feb 2017

Product Designer & UI Engineer · Remote

- Rebuilt the platform in React + Redux, modernizing performance and codebase maintainability
- Overhauled UX strategy end-to-end; set up JIRA and led agile sprints for the full UI redesign initiative

BCBH Technologies Jun 2015 – Jul 2016

Consultant (UI/UX/Dev) · Remote

- Advised on A/B testing, conversion design, and UX research best practices
- Hired and onboarded the company’s inaugural designer and developer; built the foundational design and engineering team

Ascentus Jan 2013 – Mar 2016

Production Director (UI/UX/Dev) · Orlando, FL

- Managed 5 direct reports (2 designers, 3 developers); oversaw full team lifecycle: hiring, onboarding, and performance
- Led design and development of MesotheliomaGuide.com, sold for \$3M+
- Drove a 30% conversion rate increase via A/B testing, generating \$400K–\$750K in additional annual revenue

Lightmaker Oct 2009 – Jan 2013

Lead Front-End Engineer · Orlando, FL

- Shipped 20+ web products; established front-end coding standards for the engineering team
- Designed and built the Virtual Press Junket UI for 30+ unique clients; led UX research with 50+ participants

Southern Technical College Mar 2009 – Jun 2009

Adjunct Instructor · Brandon, FL

- Developed curriculum and taught ”Introduction to Web Design & Development” to 20 students

SKILLS

Design

Figma
Adobe Creative Suite
Design Systems
UX Research
Prototyping
A/B Testing

Engineering

React · Redux
TypeScript
HTML · CSS · JS
Next.js
React Router 7 · TanStack Start
PHP · Laravel

Leadership

Team Building
Agile · JIRA
Cross-team Collab
KPI Setting