

JORDÁN LÓPEZ

Senior Product Designer

Designing products that reduce hesitation and help people make better decisions.

jrdnlpz.com
jrdncrls.jpg@gmail.com.com
linkedin.com/in/jrdnlpz/
México

Professional Summary

Senior Product Designer with 20+ years of experience designing digital products, UX strategies, and scalable interfaces for startups, enterprise platforms, and global brands including Domino's, Levi's, Telcel, UNAM, GoPro, and healthcare, mobility, e-commerce, ticketing, and SaaS products. Experienced across the complete product design lifecycle, from user research and information architecture to interaction design, prototyping, usability testing, design systems, and product strategy.

Focused on reducing friction, improving decision-making, simplifying complex workflows, and designing experiences that help users complete critical tasks faster and with greater confidence. Strong collaborator with cross-functional teams including Product Managers, Engineers, Marketing, and stakeholders.

Core skills

- | | | |
|----------------------------|----------------------------|----------------------------------|
| - Product Design | - User Flows | - Web Applications |
| - UX Design | - Task Flows | - MVP Definition |
| - UI Design | - Information Architecture | - SaaS Products |
| - Visual Design | - Interaction Design | - Marketplace Products |
| - User-Centered Design | - Wireframing | - Healthcare Products |
| - Design Thinking | - High-Fidelity UI Design | - E-commerce |
| - Product Strategy | - Prototyping | - Accessibility (WCAG) |
| - UX Research | - Design Systems | - Cross-functional Collaboration |
| - Personas | - Design Tokens | - Agile |
| - Customer Journey Mapping | - Responsive Design | - Front-end Collaboration |
| - HTML-CSS (Basic) | - Mobile Design | - Developer Handoff |

Education

Bachelor's Degree in Graphic Design
Universidad del Valle de Atemajac
Guadalajara, Jalisco, Mexico

Languages

Spanish: Native
English: Professional Working
Proficiency

Tools

- | | |
|-------------|--------------------|
| - Figma | - Google Workspace |
| - Webflow | - Notion |
| - Framer | - Trello |
| - Adobe CS | - Slack |
| - Whimsical | - Jira |
| - Miro | - AI tools |
| - Balsamiq | |

Professional experience

Ultra - Product Designer (Consultant)

2024 – 2026

- Designed UX/UI solutions for digital products.
- Collaborated with stakeholders to improve product usability and user experience.
- Delivered interface designs aligned with product and business objectives.

michelada.io - Product Designer (Consultant)

2019 – 2023

- Led product design initiatives from research through high-fidelity design.
- Created user flows, interaction models, prototypes, and interface solutions.
- Worked closely with development teams to translate product requirements into usable experiences.

Vauxoo - UX/UI Designer (Consultant)

2018 – 2019

- Redesigned complex enterprise interfaces to reduce cognitive load.
- Improved navigation, hierarchy, and workflow efficiency.
- Created clearer interaction patterns for high-density business applications.

MagmaLabs - UX/UI Designer (Consultant)

2015 – 2018

- Designed user experiences for web and mobile products.
- Conducted UX research and translated findings into interface improvements.
- Produced wireframes, prototypes, and production-ready UI designs.

Crowd Interactive - UI Designer (Consultant)

2014 – 2015

- Designed digital products for multiple clients.
- Collaborated with multidisciplinary teams throughout the design process.
- Delivered user-centered interface solutions.

Selected projects

Domino's Pizza México

Redesigned the online ordering experience by simplifying the pizza customization flow, reducing decision complexity, and improving the checkout journey to minimize user drop-off.

DeployV

Improved an enterprise deployment management platform by reorganizing information hierarchy, simplifying navigation, and reducing cognitive load in complex workflows.

Cher

Designed interaction improvements for a real estate platform by restructuring communication between buyers and agents, increasing trust and reducing friction during the buying process.