

# Jordán López

## UX/UI DESIGNER

A +10 years experienced UX/UI designer, crafting user-centered solutions across various platforms. My work includes end-to-end design solutions (*in-depth research, information architecture, user flows, wireframing and creating both mockups and interactive prototypes*) leveraging methodologies like Lean UX, Design Thinking, and PDS. I have successfully collaborated with clients such as Levi's, Domino's, GoPro, and NecesitoDoc, ensuring top-notch user experiences and client satisfaction. I have had the privilege of sharing my insights and knowledge through speaking at various conferences across Mexico. I've also served as a mentor at Startup Weekends, guiding aspiring entrepreneurs in refining their business ideas, validating user needs, and crafting compelling pitches.

### CONTACT

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Colima, México.

### EDUCATION

Graphic design BA  
UNIVA - Guadalajara Jal. MX  
August 2002-April 2006

### TOOLS

\_Mac & PC  
\_Figma, Sketch, Adobe suite,  
Zeplin, Miro, etc.  
\_HTML & CSS (basic)  
\_Spanish (native) &  
English (proficient)

### WORK EXPERIENCE

#### Product Designer

*Michelada.io - March 2019-February 2023*

Managed the end-to-end process for different apps and e-commerce sites, including research, project definition, ideation, wireframing, and prototype creation.

#### UX/UI Designer

*Vauxoo - February 2018-March 2019*

Led ideation and implementation for Odoo based apps and e-commerce development, involving thorough research, precise definition, creative ideation, wireframing, and prototyping.

#### UX/UI Designer

*MagmaLabs - September 2015-February 2018*

Led the ideation and implementation for various projects including apps and e-commerce, conducting extensive user research, defining project scope, exploring innovative ideas, creating detailed wireframes, and iterating through multiple prototypes to refine the user experience.

#### UX/UI Designer

*CrowdInt - September 2014-September 2015*

Executed the complete cycle building apps and e-commerce projects, covering research, definition, ideation, wireframing, and the creation of interactive prototypes.