

JORDÁN LÓPEZ

Senior Product Designer

Designing digital experiences that remove friction and help users move from consideration to action

México (remote) | jrdnlpz.com | linkedin.com/in/jrdnlpz | jordanlopez.jpg@gmail.com

Professional Summary

Senior Product Designer with 20+ years of experience delivering UX strategy and designing digital products, websites, and e-commerce experiences for startups, enterprise platforms, and global brands including Domino's, Levi's, Telcel, UNAM, and GoPro.

Experienced across the full product design lifecycle, from UX research, information architecture, and interaction design to prototyping, high-fidelity UI design, design systems, and developer handoff. Experience spans web and mobile products, e-commerce, SaaS, enterprise applications, healthcare, mobility, and ticketing.

Focused on reducing friction, simplifying complex workflows, improving decision-making, and turning business and product requirements into clear, usable experiences. Comfortable working with distributed, cross-functional teams across product, engineering, business, and other stakeholders.

Core skills

Product Design: UX Design • UI Design • Product Strategy • User-Centered Design • Design Thinking

UX & Interaction: UX Research • Information Architecture • Interaction Design • User Flows • Task Flows • Customer Journey Mapping • Wireframing • Prototyping • Usability Testing

Systems & Delivery: Design Systems • Design Tokens • High-Fidelity UI Design • Responsive Design • Mobile Design • Accessibility (WCAG) • MVP Definition • Developer Handoff • Cross-functional Collaboration • Agile

Product Domains: SaaS • Enterprise Applications • E-commerce • Marketplace Products • Web Applications • Websites • Online Ordering • Checkout Experiences

Professional experience

Ultra | Consultant | 2024 - 2026

Product Designer

- Designed UX/UI solutions for digital products, translating product and business requirements into clear and usable experiences.
- Collaborated with stakeholders to improve product usability and user experience, balancing user needs with product and business objectives.
- Delivered interface solutions across the product design lifecycle, from interaction design through high-fidelity UI design.
- Simplified complex product experiences by improving interaction patterns, information hierarchy, and user flows.

michelada.io | Consultant | 2019 - 2023

Product Designer

- Led product design initiatives from research through high-fidelity design, translating product requirements and user needs into usable experiences.
- Defined user flows, interaction models, prototypes, and interface solutions for digital products.
- Worked closely with development teams to translate product requirements into practical, production-ready design solutions.
- Collaborated with cross-functional stakeholders throughout the design process to improve product usability and experience.

Vauxoo | Consultant | 2018 – 2019

UX/UI Designer

- Redesigned complex enterprise interfaces to reduce cognitive load and make high-density business applications easier to navigate.
- Improved information hierarchy, navigation, and workflow efficiency across complex product experiences.
- Created clearer interaction patterns for high-density business applications and complex workflows.

MagmaLabs | Consultant | 2015 – 2018

UX/UI Designer

- Designed user experiences for web and mobile products across multiple client and product contexts.
- Conducted UX research and translated findings into interface and experience improvements.
- Produced wireframes, prototypes, and production-ready UI designs from early concepts through implementation.
- Collaborated with multidisciplinary teams to translate user and business requirements into usable product experiences.

Crowd Interactive | Consultant | 2014 – 2015

UI Designer

- Designed digital products for multiple clients across different business and product contexts.
- Collaborated with multidisciplinary teams throughout the design process.
- Delivered user-centered interface solutions aligned with product requirements and business objectives.

Tools & Software

Figma • Sketch • Chat GPT • Claude • Lovable • UX Pilot • Miro • Whimsical • Affinity • Adobe Illustrator/Photoshop • Notion • Jira • Trello

Education

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

Languages

Spanish: Native

English: Professional Working Proficiency