

# Marco Sebastian Lopez

San Diego, CA 92108

Creative Direction  
User Experience  
Front-End Development



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## Education

2003-2007

### B.S. in Graphic Design

The Art Institute of California,  
San Diego, CA

## Languages

English

Spanish

## Toolbox

Figma

Sketch

Adobe Creative Suite

InVision

Zeplin

Balsamiq

## Technologies

XHTML/HTML

CSS/SASS/LESS

JavaScript

Bootstrap

PHP

## Methodologies

Brainstorming

Wireframes

Hi-fi Prototyping

Development

Conceptualizing

Moodboards

Brand building

## Qualifications

Sr. User Experience Designer with an exceptional ability to enrich companies through effective creative direction and valuable brand management experience.

Great visualization skills and capturing customer needs, developing new ideas and concepts based on requirements, extensive research and critical feedback always with a team-player mentality

Excellent XHTML and CSS Front-End Developer with more than 14 years of experience hand coding cross-browser compatible websites

Provide excellent creative direction, visualize future software interactions, develop new strategies and goals and communicate new challenges, work closely with IT teams. Always willing to introduce new

tools to create a more efficient working environment

A technical eye for wireframing, prototyping, typography, layout, color theory and branding

Ability to work with and troubleshoot PHP, Javascript [including jQuery] and using front-end toolkits such as Bootstrap [up to latest version] for fast, efficient and cross-platform development

Support user testing, provide insights from a user-centered perspective, and assist with testing and review of designs for feedback and effectiveness

## Experience

### March 2022 - Present • Sr. User Experience Designer, Lenovo

In charge of wireframing, prototyping (using Figma, Sketch and Invision) and designing user experiences for Lenovo's intranet. Worked with multiple departments including SSG (Solutions & Services Group), IDG (Intelligent Device Group) and ISG (Infrastructure Solutions Group). Provided UX feedback and improved new and existing platforms. Introduced UX tools to optimize project iteration and feedback. Designed a well-received dynamic interactive organization chart; first of its kind for the RoW intranet. Redesigned the Distributor Channel Dashboard for IDG (CBSO).

### February 2020 - February 2022 • Sr. UX Designer / Front-End Dev., Indyme Solutions

Focused on designing leading digital experiences, developing and maintaining website needs. Provided creative direction, project management, wireframes (using Balsamiq), designed prototypes using Figma, Sketch and Invision.

### January 2017 - January 2020 • Sr. User Experience Designer, SCTR

In charge of usability strategies, brand direction, designed an entire innovative live streaming platform over the course of two years. Created user flows, supported user testing, designed concepts and a multitude of prototypes using Sketch, Figma and Invision. Worked closely with back-end developers, troubleshoot source code and coded prototypes with XHTML, CSS, Bootstrap and Javascript, helping bridge the development of all prototypes and ideas into a cohesive, fun and intuitive product.

### August 2015 - December 2016 • Sr. User Experience Designer, Aquent / VitaminT

Worked with several companies under Aquent, including Brain Corp, Modern Postcard, Barefoot Solutions, delivered wireframes, prototypes, design concepts, graphic design material, brainstormed many new ideas, developed a new brand for Brain Corp, and designed an expo booth for their autonomous industrial vacuum geared for businesses.

### November 2013 - July 2015 • Chief Designer, OpenTee

Lead company usability strategy and efforts to uncover user and business needs. Responsible for all online & print creatives, user experience design decisions and strategies. Created compelling design concepts, wireframes, prototypes for desktop and mobile browsers. Prototyped and designed the flagship app for both iOS & Android. Supported and managed offshore development teams and resources.

### April 2012 - October 2013 • Sr. Web/Graphic Designer Consultant, Provide Commerce

Worked on a wide range of projects, including Personalization Preview for Personal Creations. Designed email marketing material for ProFlowers, Gifts.com and Personal Creations. Developed front-end projects for the company's intranet.

### Oct 2010 - March 2012 • Creative Director & UX Consultant, GiveTopia

Lead company brand/identity, creative, social, marketing front-end development. XHTML, CSS), User Interface Design (UI), User Experience (UX) . Created extensive web application wireframes for mobile and desktop platforms.

### Jan 2010 - Feb 2011 • Interactive Developer, Sony Online Entertainment

Developed interactive experiences for the corporate, and game websites, including production. Front-end web development XHTML, CSS, and JavaScript.