

Marco Sebastian Lopez

San Diego, CA 92123

Creative Direction
User Experience
Front-end Development



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Education

2003-2007

Bachelor of Science,
Graphic Design Degree,
The Art Institute of California,
San Diego, CA

Languages

English

Spanish

Toolbox

Sketch

Adobe Creative Suite

InVision

Balsamiq

Technology

XHTML/HTML

CSS/SASS

JavaScript

PHP

Methodologies

Brainstorming

Research

Wireframes

Hi-fi Prototyping

Development

Conceptualizing

Moodboards

Brand building

Qualifications

Seasoned Sr. User Experience Designer with an exceptional ability to enrich companies through effective online creative direction and valuable brand management experience. Considerable involvement in developing company identities, and creating compelling user experiences, with a technical and creative eye for wireframing & prototyping, typography, layout, print, color, and branding. Excellent XHTML and CSS Front-end Developer with more than 14 years of experience hand coding cross-browser compatible websites. Ability to work with and troubleshoot PHP, JavaScript including the jQuery framework. Always eager to learn, incorporate new, innovative ideas, create a better working environment, and build beautiful projects and experiences that communicate with the target audience.

Experience

February 2020 - Present • Freelance User Experience Designer, Front-End Developer

Focus on designing leading digital experiences, developing and maintaining website needs on a per client basis. Provide clients with creative direction, project management, wireframes, prototypes, user experience design concepts, web production fit for the business requirements that communicate to both consumers and businesses. Manage budgets, scope, resources across all clients and multiple projects. Support and manage offshore teams to fulfill development projects within budget.

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

In charge of usability strategies, brand direction, product building, specifically creating a live streaming platform. Created user flows, design concepts, prototypes, intuitive interfaces, and worked closely with backend developers helping bridge all prototypes, ideas to development.

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 apps 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 using Scene 7. 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.