

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  
Omnigraffle  
Scene 7 Publishing System  
Scene 7 Image Authoring  
MAMP  
Microsoft Office

## Technology

XHTML/HTML  
CSS  
JavaScript  
PHP

## Methodologies

Brainstorming  
Research  
Wireframes  
Hi-fi Prototyping  
Development  
Conceptualizing

# Marco Sebastian Lopez

San Diego, CA 92110

## Qualifications

Creative leader with 10+ years of experience. Exceptional ability to enrich companies through effective creative direction, brand management and innovative ideas. Considerable involvement in developing company identities, managing and supporting on & off-shore (including outsourced) development teams, creating compelling online user experiences, with a technical and creative eye for wireframing & prototyping, typography, layout, print, color, and branding. Excellent XHTML and CSS Front-end web developer with more than 12 years of experience hand coding cross-browser compatible websites. 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

*July 2015 -Present • Freelance Creative Director/UX 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.

*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.

*Feb 2011 - July 2011 • Sr. Visual Designer and UX Designer, **Life Technologies***

XHTML, CSS, JavaScript (Front-end web development), User Interface Design of elements, Web Production. Designed online interactive experiences for corporate channels/web pages.

*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.

*2008-2009 • User Interface Designer, Web & Graphic Designer, **Youreeeka***

*2006-2007 • Web Designer Consultant, **Captura Group***