ISABELA LOPEZ | Product Designer

LinkedIn
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(587)-335-4912

Product Designer passionate about Human-Centered design and bringing value to people's lives through great products.
I use design to bring clarity to complex problems and create solutions that put people first.

Searching for a highly collaborative environment to design meaningful experiences.

isabela lopez | designer

TOOLS & SKILLS

Figma	User Story	**Bilingual**	Interaction Design
Axure	Full Story	(English & Spanish)	Storytelling
Adobe CC	Notion	User Research	User Flows
Sketch	Wix	Data Analysis	IA
InVision	Squarespace	Research methods	Branding
Jira/Confluence	WordPress	Usability Testing	Content Strategy
User Zoom	Optimizely	Wireframing	Design Systems
		Prototyping	

EXPERIENCE

AutoTrader— Sr. Product Designer

Remote
August 2022 — Present

I am currently leading the Seamless Consumer Experience team in redesigning the car buying journey from end-to-end. Within the company, I have also led consumer and browser experience, creating exceptional experiences that transcend beyond the digital space. I partnered closely with Sales, Dealer Success, and Customer Success teams to understand our needs and prioritize our goals, resulting in beautiful and meaningful designs.

The HIVE — UX Researcher

Vancouver
May 2022 — August 2022

Work with a multidisciplinary team to plan and conduct user research and competitor analysis, interpret data, and qualitative feedback. Create user stories, personas, storyboards, and determine information architecture, creating sitemaps, prototypes, and wireframes for mobile AR health app.

Simon Fraser University — UX Designer

Vancouver
January 2022 — May 2022

Combine UX thinking with design execution to produce usable and intuitive user interfaces. Plan and run user tests and other design research to inform design decisions. Collaborate with the rest of the design team to evolve and refine our design system, ensuring visual cohesion and engineering efficiency across all user touchpoints.

Arkavis Creative — Product Designer

Vancouver
January 2019 — December 2021

Curating the user experience through online content creation. Strategizing the company's needs and wants for their online consumers and delivering a pleasing experience through bright, colorful, and visually digestible posts, infographics, and videos.

MacEwan University — UX Researcher

Edmonton
October 2016 — June 2020

Assisted with early usability testing for an educational video game, developed quick note-taking skills, and collected data that was turned into recommended action items. Worked closely with the head of the UX and UI department to achieve a highly interactive experience for the biology department.

EDUCATION

Centre For Digital Media (UBC, SFU, Emily Carr, BCIT)
Masters Degree, with a focus in UX Research

Vancouver, bc
September 2021 — Present

Grant MacEwan University
Bachelor of Design

Edmonton, AB
April 2020

Copenhagen Institute of Interaction Design
Certificate in Designing for Behaviour change and Impact

Copenhagen, DK
August 2020

Grant MacEwan University
Design Studies Diploma

Edmonton, AB
September 2016

AWARDS

MDM Scholarship

This scholarship is for all Masters of Digital Media students reaching a high-level of academic achievement.

December 2019

Jason Lang Scholarship

This scholarship is for all Alberta residents who earned a 3.2 or higher GPA last year on 12 credits Fall and 12 credits Winter.

December 2019

MAD Hatters Scholarship

Student enrolled full-time in a diploma or degree with a GPA higher than 3.5 can qualify.

January 2016

FFAC Entrance Award

Student with outstanding academic achievement coming into first year of chosen program + top best 10 portfolio submissions.

September 2015

VOLUNTEER WORK

User Research Assistant

Helped build usability tests, interviews, and workshops. Learned to collect and synthe-size data.

October 2016

Student Mentor

Guiding undergrad students through their final capstone project, offering feedback, report reviews, and acting as user testing volunteer.

September 2020 - Present