FREDO LOPEZ
Web/Graphic Designer

I design user-centered web interfaces and graphic artifacts
that connect brands and users in meaningful ways.

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Experience

Jun 2012 – Present
WEB / GRAPHIC DESIGNER Freelance

Web Designer
- Conceptualize, design and develop fully responsive websites based on mobile first and user-centered design approaches
- Strategize with clients to create design solutions that meet business objectives
- Collaborate with cross-functional teams of IAs, PMs and other stakeholders
- Analyze website performance to guide UI redesigns to increase traffic and sales
- Manage projects within scope, timeline and budget

Graphic Designer
- Conceptualize and design logos, stationery and promotional materials based on intensive market research and competitive analysis, that clearly communicates the company's unique identity to the target audience

Feb 2013 – Sep 2014
WORDPRESS SPECIALIST @ Atwood Design Systems
- Developed custom WordPress sites for NYC-based real estate companies
- Provided WordPress consultancy and expertise
- Co-facilitated client-facing meetings

Jul 2011 – Jan 2012
ART DIRECTOR, UX/UI DESIGNER @ ArtBox
- Designed a concept user interface for Artbox's iPhone mobile application
- Conducted market and user research
- Developed personas, sitemaps, wireframes, user flows and mockups
- Designed Artbox's new brand identity and logo
- Collaborated with an 8 person cross-funtional team

May 2011 – Aug 2013
WEB DESIGNER @ early-adopter
- Designed and developed websites leveraging WordPress CMS capabilities
- Collaborated with a cross-functional team of IAs, PMs and other stakeholders
- Designed UI proposals, visual assets and keynote presentations

Interests

At present, I have a keen interest on *The Blue Book of Chess* by Howard Staunton
I am very curious about the compositional qualities of Bellini's *Madonna of the Meadow*
I'm studying Czerny's *The Young Pianist Opus 823* piano method

Languages

English   Spanish

Education

2008 – 2012
BFA in COMMUNICATION DESIGN
WEB DESIGN MODULE
New York City College of Technology CUNY
Graduated with Honors Magna Cum Laude

2007 – 2010
AAS in ART AND ADVERTISING DESIGN
New York City College of Technology CUNY
Graduated with Honors Magna Cum Laude

Skills

Web Design	**Graphic Design**
Information Architecture	Creative Thinking
User Interface Design	Design Thinking
User Experience Design	Brand Design
Sitemapping	Identity Design
Wireframing	Logo Design
Prototyping	Brochure Design
Web Usability	Typography
Mobile First Approach	Color Theory

Applications	**Programming**
Adobe XD	HTML
Sketch	CSS
InVision	jQuery
Adobe Photoshop	WordPress CMS
Adobe InDesign	Sublime
Adobe Illustrator	

Awards

KIONIC BEST WEBSITE AWARD Fall 2012
Kionic Web Design Awards

SENIOR PROJECT TOP SIXTEEN Fall 2012
CityTech Advertising Design & Graphic Arts Awards

DEPARTAMENTAL SERVICE AWARD Spring 2012
CityTech Advertising Design & Graphic Arts Awards

MOST PROMISING NEW WEB DESIGNER Fall 2010
Kionic Web Design Awards