

Patrick Lopes

Product Designer

EXPERIENCE

Photon | Creative Lead

March 2021 - Present | Remote

- Contributed significantly to a strategic redesign of Photon's website, supporting user research and the creation of personas and journey maps to effectively identify and address key user pain points.
- Drove stakeholder discussions and workshops, critically influencing the design strategy to seamlessly align with both user needs and business objectives.
- Revitalized KFC's product page, integrating intuitive instructions and visual cues to boost usability scores by 40%.
- Directed the complete e-commerce redesign for SeneGence, leading to a 50% growth in user acquisition and a 35% increase in online sales within six months.
- Seamlessly collaborated with engineers and stakeholders at Photon to define and establish precise design requirements, ensuring the fulfillment of project specifications and adherence to deadlines.

Cellebrite | Principal UX Designer

May 2018 - Oct 2020 | Parsippany NJ

- Conceptualized, developed, and managed a comprehensive design system for Cellebrite, establishing a consistent visual language across products through engaging graphics, icons, and layouts, enhancing brand coherence and product experience
- Led a comprehensive website redesign that garnered a 26% surge in page views and reduced the bounce rate by 62%, significantly enhancing user engagement and retention.
- Directed an external team in a strategic brand overhaul, realigning the visual identity with core business objectives.
- Partnered with 10+ stakeholders on pivotal marketing campaigns, catalyzing a 25% month-over-month surge in lead acquisition.
- Overhauled the website's navigation and information architecture, significantly enhancing user experience and accessibility.

Online Residential | UI Designer & Web Developer

May 2018 - Oct 2020 | Parsippany NJ

- Fostered strong client relationships, delivering tailored solutions through clear communication and consistent quality.
- Steered the development and launch of 15+ real estate agency websites, adhering to branding guidelines to ensure cohesive digital identities.
- Leveraged expertise in HTML, CSS, JavaScript, and GIT to enhance website performance, achieving a 30% improvement in load times and markedly minimizing version control discrepancies.

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SKILLS

Design & UX

Responsive design

Design Systems

User-centered design

Data-driven decision making

Visual design & branding

Information Architecture

Wireframing & prototyping

User research & personas

Interaction design

Style guides & design systems

Prototyping & Development

Figma

Adobe XD

Sketch

HTML/CSS/JS

Rapid prototyping

Interactive design

Research & Strategy

Usability testing

A/B testing

User flows & journeys

Data analysis & interpretation

Conversion rate optimization

Collaboration &

Communication

Cross-functional team

leadership

Design workshops & critiques

Stakeholder engagement

Mentorship & coaching

EDUCATION

West Virginia University

Jan 2011 - Dec 2014

Major in Graphic Design