



Jason Lopez

CONTACT

325.212.4304

jasonlopezdesign@gmail.com

CONNECT

jasonlopezdesign.com

linkedin.com/in/jason-lopez

SKILLS

User Experience

Wireframing

Interaction Design

UI Design

User Flow

Information Architecture

Prototyping

Usability Testing

High fidelity mockups

User Research

Personas

Storyboarding

Empathy Maps

Brand Identity

TOOLS

Sketch

InVision Studio

Adobe XD

Marvel App

Keynote - Apple Certified

Figma App

Optimal Workshop

Zeplin App

EXPERIENCE

Sr. UX Designer, H&R Block - Kansas City, MO

APRIL 2019 - PRESENT

- Provided UX strategy and design support on initial MVP for tax preparation software and presented to leadership/product/engineering teams to support early-stage discovery decisions
- Lead designer on revenue and financial service teams working on end-to-end product design, including research, strategy workshop facilitator, wireframing, stakeholder reviews, user testing, and developer design handoff
- Facilitated Design Thinking workshops to understand and align business/user needs to support vision, goals, and priorities for a revenue-based, digital platform service experience
- Contributed to initial discovery workshop, wireframing, and final design deliverables for HRB Shopping Cart experience using Miro and UXPin
- Owned production process for HRB Shopping Cart, working with the development team to deliver handoff on all designs into production. Led weekly touchpoints to ensure designs were implemented based on an internal design system
- Actively embedded in Agile processes with squads and participate in 3 weeks of sprints, planning, demo, and retrospective ceremonies

Instructional Designer/IS Educator II, Saint Luke's Health System - Kansas City, MO

SEPTEMBER 2013 - MARCH 2019

- Worked with decisional leaders to identify critical workflow issues and problem-solve solutions to improve department metrics
- Served as a lead facilitator to design and deliver course content and exercises for product and application rollouts
- Collaborated with system developers and clinical educators to align user needs and provide application support to increase end-user satisfaction
- Created user journey maps and storyboards for educational training modules based on user research

Creative (Certified Apple Technology Trainer), Apple, Inc. - Denver, CO

JANUARY 2007 - SEPTEMBER 2013

EDUCATION

User (UX) Experience Designer, Designlab UX Academy

NOVEMBER 2016 - JUNE 2017

- Completed 480 hours of coursework with a focus on UX and product design, including 2 capstone projects
- Conducted user research, in-person interviews, customer surveys and analyzed data to understand needs and behaviors of users with product
- Created sitemaps and responsive wireframes to communicate user and product navigation solutions
- Performed usability test on prototypes to validate product design decisions
- Designed brand identity and user interface elements for high-fidelity mockups

Design 101, Designlab (2016)

B.S. Environmental Science, Metropolitan State University of Denver (2006-2011)