

# Laura Lopez

## Experience Designer

www.lauraal.com

lauraalopez987@gmail.com

650.454.9364

## Education

### University Of Washington

Bachelor of Design

Interaction Design

Class of 2018

### General Assembly

UX Design Course

October 2019

## Tools

Adobe XD

Photoshop

Illustrator

Figma

Sketch

InDesign

Adobe Fresco

## Fun Stuff

Snowboarding

DIY Projects

Cooking

Running

Reading

Adobe Fresco illustrations

## Languages

English

Spanish

## Experience

### Gap Inc. | San Francisco, CA

#### Associate Web Designer | February 2020—Present

- Designed web and email assets for promotion campaigns that improve customer experience on all digital platforms.
- Create season style guides and collaborate with marketing and styling teams for photography direction.
- Worked with UX team to create Stitch guidelines to improve UI design of site.

### The Real Real | San Francisco, CA

#### Junior Graphic Designer | December 2019—Feb 2020 | Contract

- Designed web, email and print assets for promotion campaigns that improve customer experience on all digital and store experiences.

### Blink UX | Seattle, WA

#### UX & VC Design Intern | January —August 2019

- Worked on client and internal projects
- Collaborated with researcher to create journey map for AWS
- Designed Iconography and style guide for Microsoft Mixer
- Researched competitive analysis for Committee for Children

### Strideline | Seattle, WA

#### UX & Graphic Designer | March—October 2018

- Created illustrations and design layouts for seasonal look books
- Worked with developers to improve UX/UI of site

## Extra Activities

### General Assembly | San Francisco, CA

Brand Storytelling Workshop | October 2019

### Frog Portfolio Night | Austin, TX

Accepted as participant | December 2018

### Designation Conference | New York City, NY

Accepted as participant | April 2018