Atoro Adrian Lopez

Product Designer (UX/UI)

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SUMMARY

Product Designer with 3+ years of experience delivering measurable improvements across web and mobile products. Proven ability to design, ship, and iterate on complex, workflow-heavy systems in ambiguous and regulated environments. Led end-to-end product design across multi-client engagements, translating user and stakeholder needs into scalable UX/UI solutions that reduced friction, improved task completion, and accelerated decision-making.

SKILLS

Product Design: UX/UI, Interaction Design, Responsive & Mobile-First, Accessibility, Product Strategy
Research & Strategy: User Research, Usability Tests, A/B Testing, Journey Maps, Competitor Analysis
Systems: Design Systems, Component Libraries, Design Tokens, Information Architecture
Collaboration & Delivery: Agile/Scrum, Stakeholder Management, Design Documentation
Tools: Figma, FigJam, Webflow, Jira, Miro, Adobe Photoshop, HTML/CSS, JavaScript

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DESIGN EXPERIENCE

Product Designer | People-Friendly Tech (Design Agency)
February 2024 – August 2025
- Led end-to-end product design (UX/UI) across multiple client products in healthcare and SaaS, working within strict regulatory and compliance constraints.
- Co-designed a state-level healthcare insurance application, replacing a legacy platform rated 1.2 stars with a redesigned solution achieving a **4.3-star app store rating** post-launch.
- Re-architected critical user workflows in high-stakes journeys, reducing confusion, task friction, and time required to complete key actions.
- Built and maintained scalable design systems and component libraries in Figma across concurrent projects, improving consistency and reducing design rework across teams.

UX Designer (Contract) | Reframed
August 2023 – December 2023
- Achieved a **~38% reduction in bounce rate** on redesigned pages through usability-driven improvements.
- Conducted a UX audit of an e-commerce platform, identifying usability issues and conversion barriers through heuristic evaluation and user testing.
- Led targeted redesigns of high-impact pages and user flows to reduce friction in the purchase journey.

UX Architect & Design Consultant (Contract) | Bivins Brothers Creative
May 2023 – July 2023
- Designed an end-to-end registration and enrollment system for a multi-campus music academy, simplifying complex course options and administrative workflows.

- Developed a scalable information architecture unifying offerings across campuses into a clear navigation structure.
- Designed an AI-assisted scheduling interface that automated class scheduling based on student preferences and availability, saving administrators **dozens of hours per enrollment cycle and reducing scheduling conflicts**.

UX/UI Designer (Contract) | Arbo Technologies (Accounting SaaS)
February 2023 – March 2023
- Served as lead designer on a UX audit and redesign of a B2B accounting SaaS platform, collaborating with a 4-person design team.
- Redesigned self-serve signup and onboarding flows to replace assisted onboarding, lowering barriers to fully remote customer acquisition.
- Reduced time-to-complete onboarding by **~30%** by consolidating form fields, clarifying required steps, and streamlining decision points.

ADDITIONAL EXPERIENCE (Selected roles prior to Product Design)

Cyber Incident Manager | Global Payments, Inc.
Cybersecurity Operations Analyst | Truist Financial Corporation
Intelligence Analyst, Reports Officer | BAE Systems
Intelligence Specialist | United States Marine Corps

EDUCATION

UX/UI Design Certification | Springboard | 2023
Bachelor of Business Administration, Risk Management | Georgia State University | 2015
Intelligence Analysis Certification | Navy Marine Corps Intelligence Training Center | 2001