



LUIS DENIZ

UI • UX • VISUAL DESIGNER



LuisDeniz.com



LinkedIn.com/in/luisdeniz



Contact@luisdeniz.com

Experienced creative with 10+ years in product and marketing, leading 25+ creatives and launching 1000+ updates, adept at merging user needs with business goals through innovative designs.

Career Experience

Senior Designer + Manager / Spring by Amaze

June 2022 - Jan 2024 / Costa Mesa, CA

Managed 5 direct reports across requests for 50+ top earners at Spring and led design for marketing, product launches, and communication.

- Launching custom merchandise worth \$250K GMV in Q4 '23.
- Fulfilled 200+ creator growth requests, including brand merchandise for influencers with 100M+ followers.
- Streamlined design workflows, achieving consistent branding and cutting production time from 3 days to under 3 hours.

Design Director FreeConferenceCall.com/Bullhorn.FM/CarrierX

October 2014 - June 2022 / Long Beach, CA

Directed a cross-functional design team, managing the launch of 650+ updates across product and marketing for platforms serving 800K+ businesses, with an average of 35 million users per month

- Designed a resource center that yielded \$1M+ in partnership revenue for marketing, additionally conducted A/B tested email campaigns for over 1 million users.
- Led FreeConferenceCall app updates on desktop, web, iOS, and Android, adding gallery view and breakout rooms based on user feedback, reaching 10 million downloads, a 4.1 App Store rating from 58K+ reviews, and increasing sales by 12%.
- Updated Bullhorn.FM for mobile and web, securing a 4.5 iOS App Store rating with over 10K downloads.

Design Consultant

Jan 2012 - Present - Long Beach, CA

Collaborated with 35+ clients on 100+ projects.

- Designed Safe Food Handling site generating \$250K revenue per year, increased sign-ups by 10x, and cut overhead costs by 50%.
- Developed designs for the Maui Cookie Lady, gaining exposure on Food Network, Oprah Magazine, Entrepreneur, and viral social media attention from Dwayne "The Rock" Johnson, reaching 370M+ followers and 400K+ likes.
- Achieved the first local advertisement featured at Maui Airport.

Skills

- Figma - Product Design
- Adobe Creative Suite - Photoshop, Illustrator, Premiere, AE, Adobe XD
- Project Management - Monday.com, Asana, Trello, Jira, Confluence
- Email - Salesforce, Hubspot, Selligent
- Web Design - CSS/HTML, CSS, WordPress, Webflow, Framer
- AI Generative - Chat GPT, Dall-E, Mid Journey, Bing, Firefly/Photoshop
- Communication Tools - Keynote, Slides
- Cross-Function - Marketing/Product/Dev
- International Team Management
- Fluent English
- Intermediate Spanish

Education + Additional Awards

UX Foundations: Usability Testing

2024 LinkedIn Learning Certificate

Spring by Amaze

2023 Spring Product Hackathon Winner

Learning Design Sprints

2023 LinkedIn Learning Certificate

Project Management for Designers

2023 LinkedIn Learning Certificate

Cal State University, Long Beach

Bachelor of Arts Degree, Visual Design

- Marketing Minor
- College of the Art's Dean's List
- Zeta Beta Tau's President's Choice Award
- Zeta Beta Tau's Iron Man Award

FreeConferenceCall.com

- 2021 Huddle Launch - Key Member Award
- 2019 Manager Award