

Samuel Lopez

Product Designer

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Experience

Graphic Designer & Web Developer @ Fitted.UW

Nov 2024 – *Present*

- Designed and produced both digital and physical assets under tight deadlines.
- Led the end-to-end production of deliverables for marketing and sales.
- Produced assets that helped drive thousands of views and generate hundreds of dollars in revenue.
- Created brand identity materials for use across digital platforms, merchandise, and promotional content.
- Prototyped a responsive media website to showcase the collective's creative work and events.

Graphic Designer @ Gyo Gyo En

Aug 2023 – *Present*

- Spearheaded all graphic design and social media efforts as the sole designer for the restaurant.
- Developed and refined the restaurant's visual identity and branding across digital platforms.
- Designed promotional materials and advertisements that reached thousands of local customers.
- Collaborated directly with customers to develop tailored marketing and branding strategies.

UI/UX Designer & Researcher @ UW Design for America

Oct 2024 – Jun 2025

- Collaborated in a cross-functional team to conceptualize a financial literacy aid for young adults.
- Conducted hands-on user research, synthesizing insights into actionable design solutions.
- Leveraged user feedback to guide design decisions and develop iterative design ideas.
- Presented the concept to industry professionals, receiving both constructive and positive feedback.

Education

University of Washington, Seattle

Sep 2022 – Jun 2026

Bachelors of Science — Human Centered Design & Engineering

Skills

Product Design & Research

UI/UX, Visual Design, Motion Design, Rapid Brainstorming, Design Systems, Design Frameworks, Critical Design Thinking, Information Architecture, Usability Testing, User Interviews, Heuristic Analysis, A/B Testing

Design & Development Tools

Figma, Protopie, Photoshop, Illustrator, Webflow, After Effects, Cavalry, GSAP, P5.js, Three.js, Java, HTML/CSS, JavaScript, React, Firebase, Onshape, Rhino

Collaboration

Design Leadership, Product Strategy, Stakeholder Alignment, Cross-Functional Collaboration