



Amalia Lopez

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www.amalialopez.website

UX/UI - Visual designer who thrives on creating intuitive interfaces for complex applications, bringing over fifteen years of experience crafting seamless and tasteful web & mobile experiences.

With a deep understanding of design principles, processes, UX research and tools, Amalia combines creativity with strong business & branding acumen to deliver impactful solutions.



EDUCATION

The One-Person UX Team
Nielsen Norman Group

UX DESIGN PROFESSIONAL CERTIFICATE
Google

MASTER'S DEGREE IN MARKETING
U.N.E.D - Spain

HONS BACHELOR DEGREE - ADVERTISING & PRR
Universidad Complutense, Spain



OTHER SKILLS

- High attention to detail
- Problem solver
- The ability to work collaboratively
- Expert in presenting findings
- Photo editing & retouching
- Time management skills
- Illustration skills
- Languages: English & Spanish



SOFTWARE

Figma / Adobe Suite / Zeplin /
Shopify / PowerPoint / Procreate



WORK EXPERIENCE

UX/UI MANAGER. REFEYN / May 2023 - Present

Multinational company specialised in the mass photometry technology for the Life Science sector

- Conduct User Research: field studies, usability testing, surveys, interviews & software analytics.
- Design of workflows, wireframes, prototypes & high fidelity designs of highly complex software to measure samples and analyse scientific data.
- Creation of a full UI Design System
- Close collaboration with developers to ensure the successful implementation of designs, while working with stakeholders to align customer needs with business goals and requirements.

FREELANCE UX/UI - VISUAL DESIGN / 2008 - 2023

Some clients: BTP, Shiift, Hestia, IAM, Inspired Homes, TSB, Social Mood.

- Successfully collaborated with clients from the UK and US, creating intuitive, user-friendly and visually appealing interfaces & strong branding.
- Designed responsive user interfaces, including wireframes, user flows and high-fidelity prototypes.
- Conducted UX research to optimise UX design strategies. Specifically: usability testing, user interviews, affinity maps, and persona development.
- Created impactful marketing collateral, such as brochures, presentations and advertising campaigns.

LATTE DESIGN - FOUNDER / 2013 - 2023

- Successfully established and grew a Prints & Homewares brand that achieved over 200,000 sales worldwide, more than 100 retailers, and secured licensing agreements with leading companies such as IKEA.
- Conducted UX research by utilising interviews and surveys to ensure customer satisfaction for Latte Design's clients and A/B testing for improving website conversion.

PRIVATE ART STUDIO / 2002 - 2008. Spain

Sculpture & Photography. Accomplishments:
11 Awards, 2 Solo Exhibitions and 40 Group Exhibitions

MARKETING & COMMUNICATION CONSULTANCY /

1997-2002. Spain & Italy

Companies: Germinus, Netjuice, Bankinter, Tormo