



BRENDA VARELA LOPEZ UX | UI Designer

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EXPERIENCE

Lead UX | UI Designer @ BlackTies

San Francisco | Dec 2016 - Present

Responsible for leading the projects design end to end from research, ideation to handing over high fidelity prototypes to developers. The projects I work on range from web enterprise facing solutions, eCommerce platforms to customer facing iOS and Android apps.

- Designed enterprise solutions for professional firms with the goal of improving client interactions helping firms streamline their workflow to maximize productivity and client satisfaction.
- Redesigned eCommerce education platform resulting in a 2x increased sales.

UX | UI Designer and Researcher @ Levi's

San Francisco | Oct 2016 - Nov 2016

Implemented user generated content features to increase online customer confidence through the design of a customer gallery and the redesign of the customer review section of the mobile website.

UX | UI Design Immersive @ General Assembly

San Francisco | Sep 2016 - Nov 2016

San Francisco Arts Commission | UX Researcher / Service Designer / UI Designer

Designed a service comprised of a new website and open public art studios to create community engagement with public art in San Francisco and improve the relationship between city government and local artists by providing transparency, resources and awareness of public art in the city.

E-commerce Website | UX Researcher / Information Architect

Created wireframes and an interactive prototype for a toy store e-commerce site that focuses on an easy to use interface, simple navigation system and quick and easy checkout process.

Visual | Web Designer @ AESV

San Francisco | Oct 2014 - Aug 2018

Led the digital transformation of the organization by developing and executing a multiphase strategy to create a new website and redesign its logo and image.

Interactive Exhibit Designer @ Gyroscope Inc.

Oakland | Jun 2014 - Jul 2016

Worked on the redesign of the visitor experience of the factory tour of a multinational candy company through a series of sensory and interactive exhibits that complement visitors learning and experience.

Produced several professional models of different projects and installations to help potential donors understand the interactive, cultural and engaging experience they want to help fundraise.

Additional responsibilities included production of design development and final design documents as well as renderings and graphic design.

Intern Architect @ Sebastian Mariscal Studio

Boston | Summer 2013

Contributed to winning the most recent and ambitious mixed-use development project in the Boston Area that produced an energy surplus of 21% achieving the LEED Platinum certification.

Collaborated with local community members and organizations to develop a transformative art and community based programming vision both for the neighborhood and the larger Mission Hill community.

EDUCATION

General Assembly 2016

User Experience Design Immersive Course

Drury University 2014

Master of Architecture with emphasis in Technology and Sustainability

Bachelor of Arts in Graphic Design and Design Arts

Graduated Cum Laude | NCAA Cross Country and Track Athlete | Dean's Scholarship

PORTFOLIO

brendavarelalopez.com

SKILLS

User Research
Information Architecture
Rapid Prototyping
Usability Testing
Interface Design
Interaction Design
Visual Design
3D Modeling
Rendering

TOOLS

Sketch
InVision
Principle
Zeplin
Photoshop
Illustrator
InDesign

LANGUAGES

Spanish Native
Galician Native
English Professional

VOLUNTEER

Extreme Makeover:
Home Edition

Joplin, MO | Fall 2011

Designed and constructed a tribute park for Joplin after it got hit by an F-5 tornado.

Habitat for Humanity

Pensacola, FL | March 2011

Hands-on in the construction of the timber framing of a house for a family in need.