






PRISCILLA LOPEZ

VISUAL & UX DESIGNER

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PROFILE

Creative, self-motivated and goal-oriented visual designer with 6 years of experience in conceptualizing and producing innovative design solutions for print, web and mobile

EDUCATION

Academy of Art University

Completed 18 credits towards Master of Fine Arts in Graphic Design
September 2012–December 2013

West Valley College

Associate of Arts, Digital Publishing
Graduated May 2012

University of California, Berkeley

Bachelor of Arts, American Studies
Graduated May 2009

PROFESSIONAL DEVELOPMENT

General Assembly, San Francisco

Certificate, UX Design
May 2015–July 2015

Bay Area Video Coalition

Skill Training, HTML/CSS & Responsive Design
January 2015–March 2015

SOFTWARE & SKILLS

Software

Sketch, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Keynote, Powerpoint, InVision, Basalmiq, Principle

Skills

Visual design, UX/UI design, web design, brand & identity, wireframing, typography, illustration, basic HTML & CSS, photography

EXPERIENCE

UX DESIGNER

Tesla (Acquired SolarCity in 2016) | Fremont, CA | June 2015 to Present

- Responsible for the development and execution for wide-ranging design requests for cars and energy products, including internal and customer-facing projects such as responsive web pages, landing pages, mobile app screens, iconography, retail store displays, tradeshow booths, billboards, marketing collateral, etc.
- Design high-fidelity visual mockups and prototypes from wireframes and deliver final design production-ready assets for development
- Work collaboratively with cross-functional teams to ensure a consistent, integrated brand perception and user experience

Key Accomplishments

- Designed all energy web pages on Tesla.com after SolarCity acquisition
- Increased web and traffic leads for SolarCity.com through redesign of website
- Spearheaded the redesign of GivePower.org. Created site architecture, wireframe, user interface and visual design guidelines, which resulted in an increase of web traffic, corporate partnerships, and donations

VISUAL DESIGNER

Art.com (Zenfolio Division) | Menlo Park, CA | Oct. 2013 to June 2015

- Designed and produced a wide range of collateral in both print and digital from concept to completion, including portfolio website templates, email marketing, e-books, social media graphics, infographics, event print collateral, tradeshow displays, media placement ads, and corporate branding
- Collaborated with marketing team to enhance brand development and strategy
- Assisted developers with basic front-end development needs for site updates

Key Accomplishments

- Designed bi-weekly email campaigns that increased revenue by 3%
- Developed the first brand style guide for both Zenfolio and Photographer Central to enforce brand standards for partners and internal use
- Created and implemented a file organization system for the creative team

DIGITAL MARKETING DESIGNER

AnchorFree | Mountain View, CA | June 2011 to Oct. 2013

- Conceptualized, designed and developed marketing collateral such as banner ads, landing pages, microsites, mobile app screens for iTunes and GooglePlay stores and visual assets for social media and email campaigns
- Managed blog and social media accounts, including content and graphics
- Optimized direct response banner ads by performing and analyzing A/B tests

Key Accomplishments

- Increased click-through rates by 15% through banner ad designs