

# Sylke Lopez

UX & Product Designer

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## PROFICIENCIES

Human centered design (HCD) research methodologies	<b>Tools:</b>
Usability testing	Figma
Hi/low fidelity wireframing	Maze (data analytics and testing)
Rapid prototyping	Invision
User journeys	Sketch
Personas/user stories	Adobe XD
HTML/CSS and SASS	LMS systems (Canvas, D2L)

## EDUCATION

### **Master of Arts in Instructional Systems Design**

*University of Central Florida*  
Orlando, FL | 2016

### **Bachelor of Science in Multimedia Design & Development**

DeVry University  
Miramar, FL | 2013

## RELEVANT EXPERIENCE

### **Senior UX/UI Designer**

*July 5, 2018 – Present*

**Dycom Industries** | 3980 RCA Blvd #8000, Palm Beach Gardens, FL 33410

Partner with engineering, data, IT support, and business operations teams to build human-centered digital experiences for Dycom enterprise and subsidiaries within the telecommunications industry.

Travel to construction job sites to conduct usability tests on digital tool experiences for crew workers with limited literacy, vision, and English language abilities. By understanding the daily barriers crew members face, I identify pain points and improve user experience for the mobile application tools they use to complete construction tasks and capture data to bill and invoice the customer. Fluency in both Spanish and English enable me to conduct usability tests with the large population of Guatemalan workers in South Florida, which led to the decision to include localization and more accessibility features in the mobile app tools.

- Prepare and present user experience and data reports for senior-level management and product teams using gathered qualitative and quantitative data to propose redesign solutions using human-centered design techniques and approaches.
- Collaborate with the user experience team to build and expand the homegrown enterprise design system. Contribute to design system components and patterns to save time and money when building solutions. Lead design systems workshops to encourage adoption across all departments within the organization. Serve as a consultant to software engineering teams to apply the design system guidelines during the development lifecycle.
- Utilized human-centered design approaches to identify opportunities and challenges within the enterprise and develop and propose innovative solutions to improve user experiences across suites of internal solutions for end-users.

## RELEVANT EXPERIENCE CONT'D

- Write user stories and designing mockups and prototypes to propose to engineering teams.
- Coordinate with subject-matter experts to turn customer contracts into user-friendly decision tree questionnaires to capture construction work details. The questionnaire involves a series of simplified questions on a mobile app that enable workers to reduce errors and save time.

### **Senior UX/UI Designer**

*October 25, 2016 – June 29, 2018*

**Bisk Education**, 9417 Princess Palm Road Tampa, FL 33619

Collaborated with researchers, developers, and instructional designers to design and build interactive learning objects for higher education and corporate training courses. Conducted usability research to understand students' motivational, navigational pain points, and other issues to improve online learning design experiences for public and private universities. The online learning experiences I designed included animations, modern web technologies such as HTML5 and CSS3, high quality video production, text to speech accessibility features, and mobile-friendly capabilities.

- Partnered with a teammate to research and write Americans with Disabilities Act (ADA) documentation to improve the company-wide accessibility practices, revamp online courses, and provide a fair and inclusive learning experience.
- Used Adobe Experience Design and Invision tools to create layouts and images and to define and design wireframes, user flows, and high-fidelity prototypes. Worked collaboratively with developers to gather product requirements and build minimal viable products to test and launch for future semesters.
- Participated in strategic decision-making to design and build white-labelled certification courses using the Canvas learning management system platform.
- Researched latest user experience, usability practices and trends to refresh legacy systems and update design patterns, which led to building several style guides for different products.
- Completed the Applying Quality Matters Rubric (APPQMR) course to assess quality and assist the course design of online and blended courses for higher education. Collaborated with subject matter experts (SMEs) and instructional designers to develop intuitive and user-friendly online courses that adhere to Applying the Quality Matters Rubric (APPQMR) standards.

### **UX/UI Designer**

*September 2015 – October 2016*

**Design Interactive**, 3504 Lake Lynda Dr #400, Orlando, FL 32817

Led design efforts with human factors researchers and data scientists for data collection, training simulations, mobile learning, and serious games. Served as lead UI designer for a mobile serious game called Adapt-MP, which used the Thalmic Lab's Myo armband (a wireless wearable sensor) to help upper limb amputee's practice several muscle movements to build up strength to prepare for the prosthetic. The design challenge was to create 4 enjoyable mobile games that captured the muscle activation data from the armband and design a portal for the occupational therapist to track performance data and overall training progress. The game increased engagement and improved the amputees' quality of life.

## RELEVANT EXPERIENCE CONT'D

Through research, we found that amputees frequently abandoned their prosthetic devices because existing strength-building trainings were monotonous. As the lead designer on the project, I worked directly with the game developer on an agile team to design wireframes, vector graphics, and user flows for the game and training portal.

Participated in a technical challenge for the Department of Homeland Security (DHS) and was selected to manage a team as the lead UX designer to develop a responsive web app that will be used to report and track staff performance recognition of individuals by their coworkers. The app included sending encouragement messages to peers and a gamified point system. The research phase included understanding the user groups in DHS, the office culture, reason for the service and goals, and becoming familiar with the U.S. Digital Service Playbook. During the challenge, the team built user interfaces and functionality using agile methodologies. This challenge required efficiency, prioritization, and time management in order to accomplish rapid prototyping to meet needs and build upon the product with iterative design strategy.

- Mapped out user flows, page flows and information architecture for cross-platform applications.
- Wrote task analysis sequences and learning objectives for training applications.
- Designed hi-fidelity mockups and prototypes to effectively show user interactions that are easy to access, memorable, and intuitive.
- Developed interfaces using HTML5, CSS3 and jQuery to hand off to developers.
- Wrote task analysis sequences and learning objectives for training applications.

### **UI Designer**

*March 2013 – September 2015*

**AppBurst**, 1110 N. Congress Ave, Boynton Beach FL, 33426

As the sole designer for the company, worked closely with iOS and Android developers to build cross-platform apps from concept to full product launch. The products were primarily mobile applications for events, such as conferences or tradeshow, and companion apps for popular online games with voice chat capabilities. Participated in the full life cycle management process for all products developed, which includes gathering business requirements, writing and explaining technical documentation to customers and non-technical audience, and performing quality assurance on mobile apps and desktop applications.

- Met with customers and stakeholders to discuss concepts, branding, and roadmap for the app.
- Created wireframes based on user research and customer's business goals using Axure, Sketch and/or Adobe Illustrator.
- Created high-fidelity mockups using Adobe Photoshop to present to the customer and demonstrated user flows and specifying user interactions to obtain buy-in and move forward with the process.
- Used the finalized mockups to build responsive mobile web templates using HTML, CSS, jQuery as well as RSS and JSON data feeds and hand off to the lead developers.
- Built 4 themed templates for "off-the-shelf" app choice, for customers who chose a more affordable app development package.
- Built custom template theme for customers who purchased the premium app development service.

## RELEVANT EXPERIENCE CONT'D

- Designed graphic images, posters, branding packages, and other material for all products and services to serve a diverse audience.
- Redesigned the internal desktop application where the app content is stored and managed.
- Ensured the mobile apps and web apps followed all required design standards.

## PROFESSIONAL TRAINING & CERTIFICATIONS

### **4-Day UX Conference and Training**

*Nielsen Norman Group, New York City, New York*

Completed October 2019

### **Tactical Leadership**

*University of Florida*

Completed December 2017

### **Essential Principles of Agile Management**

*Villanova University*

Completed November 2017

### **Applying Quality Matter Rubric (APPQMR)**

*[www.qualitymatters.org](http://www.qualitymatters.org)*

Completed September 2017

## VOLUNTEER EXPERIENCE

### **Founder; Volunteer Instructor; Organizer**

March 2019 - Present

*Women's Code and Coffee*

Plan, schedule, and book guest speakers for coding and technology-related classes for women and non-binary adults. Ensure that all programming is supportive, inclusive, and provides mentorship and a safe space for those who are traditionally underrepresented in the technology industry.

<https://www.meetup.com/learn-to-code-palm-beach/>

### **Board Member and volunteer instructor**

June 2018 – Present

*Code Palm Beach*

Mentor K-12 students and train them to use computer and coding fundamentals. Plan monthly events focused on STEM for students interested in front-end web design. Learn more here:

<https://codepalmbeach.org/about-code-palm-beach/>

## LANGUAGE PROFICIENCY

- English – fluent
- Spanish – fluent