

Leslie Lopez

storyboardwithlee.com

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New York, NY

COMPETENCY

Product Design

Design Thinking	Wireframing
User Flows	Journey Mapping
Concept Mockups	Rapid Prototyping

Interaction Design

Web, Mobile, VUI, GUI Prototypes
2D & 3D Fabrication
Conversational Design
ML / AI Systems (Test Data Creation)

Design Research

Interviewing	Eye Tracking
Context Inquiry	A/B Testing
Heatmaps	Digital Analytics
Benchmarking	Design Validation

CODE / INTERACTION

HTML, CSS, Protopie, Origami Studio,
Voiceflow, Botsociety, Principle
Amazon Skill Developer Console

GRAPHIC

Figma, Sketch, Adobe XD, Photoshop,
Illustrator, InDesign, AfterEffects, Premiere Pro

HARDWARE / 3D / AR

Microbit, Maya, C4D, Blender, Dimension,
Keyshot, Meshmixer, Sculpttris, Spark AR,
Adobe Aero

WORK

Cooper Hewitt, Smithsonian — UX Design Fellow

New York, NY (Remote) | Sept 2020 – present

NBC News Digital — UX Design Intern

New York, New York (Remote) | Jun 2020 – Aug 2020
Collaborated with design, editorial, marketing, and engineering teams to launch three new AD products to improve TODAY.com commerce recirculation rates.

Validated design assumptions by applying a user-centered approach to research and design to create three interactive prototypes for user tests.

Iterated designs based on findings to deliver product breakpoints (desktop, mobile, and tablet) for developers. The final products are scheduled to go live.

Center for Digital Experiences @ Pratt— UX Consultant

New York, NY | Aug 2019 – present
Analyzed website engagement data for the Met and Canadian Museum of Nature with heat maps and eye-tracking to acquire quantitative and qualitative data.

Redesigned information architecture for New York Cares website using user insights from Optimal Workshop and other usability testing methods.

Verizon 5G Innovation Lab — Graduate Design Fellow

New York, NY | Nov 2019 – Feb 2020
Uncovered opportunities to apply 5G in the retail industry by collaborating with local retailers, Verizon, and FaceNote's engineering, marketing and product teams.

Designed & rapid-prototyped a loyalty program using an iPad interface with 5G and facial recognition technology.

Showcased the final prototype at National Retail Federation x Verizon conference. Presented to 100+ tech and retail company representatives and received "overwhelming" positive feedback

EDUCATION

Pratt Institute *M.S. Information Experience Design*
New York, NY | May 2021 | Pratt SI Design Fellow

Wagner College *B.A. International Affairs & English*
Staten Island, New York | May 2017 | Summa Cum Laude