Leslie Lopez

storyboardwithlee.com

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New York, NY

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

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, Python, Protopie,
Origami Studio, Voiceflow, Botsociety,
Amazon Skill Developer Console

GRAPHIC

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

HARDWARE / 3D /AR

Microbit, Maya, Cinema 4D, Blender, Dimension,
Keyshot, Redshift, Zbrush, Spark AR, Adobe Aero, Unity

WORK

NBC News Local — *Product Designer*

New York, New York (Remote) | Jun 2021 – present

Led research and design effort to create a Live Blog tool for all 12 owned-and-operated local stations. The tool's launch brought in overwhelming audience engagement. It has since been used by editors for all high traffic and tentpole events (e.g. Ukraine Crisis, Olympics, SuperBowl, etc.) The tool is also being added to other brands such as NBC Sports Regional network sites.

Currently redesigning NBC Sports Regional Network five sites and five new mobile applications. Conducting user research methods (e.g. tree testing, site maps, user testing) to influence information architecture, design direction, and user journeys.

Cooper Hewitt, Smithsonian — *UX Design Fellow*

New York, NY (Remote) | Sept 2020 – May 2021

Currently designing with Microsoft a new storytelling digital tool for the museum and other Smithsonian institutions.

Create a research plan and conduct several rounds of user interviews to design wireframes and interactive prototypes for user testing. Findings will be used to develop the final UI.

NBC News Digital — *Product 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.

Verizon 5G Innovation Lab — *UX 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 the National Retail Federation x Verizon conference. Presented to 100+ tech and retail company representatives and received "overwhelming" positive feedback.