

# Jenni G. Lopez

User Experience Designer located in Washington, D.C.

(703) 403-5510

[jenni.gabriela@gmail.com](mailto:jenni.gabriela@gmail.com)

[www.jennigabriela.com](http://www.jennigabriela.com)

## EXPERIENCE

### **National Wildlife Federation**

#### *User Experience Designer*

July 2016 - PRESENT

Currently, I lead the user experience strategy for our digital properties. Through extensive user research, usability testing, and comprehensive design and content strategy, we have been able to successfully launch several web projects including our flagship website redesign and the pilot launch of a box subscription service.

### **Senior Manager, Online Integration**

March 2015 - July 2016

I managed and led the creation and maintenance of dynamic, relevant content pieces on our various digital properties in alignment with our three strategic online objectives: expand reach, deepen engagement, and increase revenue.

### **Coordinator, Online Integration**

May 2014 - March 2015

In this role I was responsible for content production and implementation on our web properties. This included conducting photo research, writing and copy editing, and implementing best practices for content strategy.

### **Tessemae's All Natural Online Marketing Coordinator**

2013 - 2014

I led online efforts to drive traffic and grow our online community through social media, blogger relationships, and online advertising. We successfully grew our online following by 30% in three months.

### **Management Services Corporation Internet Marketing Intern**

Summer 2013

I utilized SEO strategies, website design, and social media strategy to create new campaigns to garner interest in new company properties. Additionally, I provided real estate photography for websites and online listings.

## SKILLS

User Research

Wireframes

Information Architecture

Content Strategy

Social Media Marketing

Digital Analytics

Photography

## TOOLS

**Design:** Axure, Adobe XD, Sketch, HTML, CSS

**Content Management:** Sitecore, WordPress, Shopify, Squarespace

**Data:** Google Analytics, Google Tag Manager, Adobe Analytics

**Photography:** Photoshop, Lightroom

## EDUCATION

General Assembly

Washington, D.C.

User Experience Design

FALL 2016

University of Virginia

Charlottesville, VA

Bachelor of Arts, Biology and Spanish Literature