

LUIS A. LOPEZ

Senior Product Designer | Strategy and Innovation

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SUMMARY

With 20+ years in UX and product design, I've mastered the art of balancing strategy with hands-on execution. I don't just guide teams—I roll up my sleeves, dive into the research, sketch the wireframes, and collaborate with designers when it's time to fine-tune the pixels. I thrive in fast-paced environments, blending data-driven decisions with bold creativity to build experiences that are as intuitive as they are impactful. Whether collaborating across teams or challenging assumptions, my focus remains the same: solve real problems, drive business outcomes, and make users' lives a little easier (and a lot more delightful).

SKILLS

Prototyping

Axure Rapid Prototyping Figma Prototypes Gen AI For Site Architecture Wireframing
Customer Journey Maps Usability Testing Personas

Design

Figma Gen AI For Design/Content Responsive UI Design Mobile App Design Design Systems
Adobe Photoshop

Strategy

Product Design Content Strategy Product Road Mapping Information Architecture Design Thinking
Agile Scrum

Leadership

Stakeholder Management Hiring Clear Communication Empowerment Empathy

EXPERIENCE

Associate Director of Information Architecture and UX

Marriott Vacations Worldwide

📅 06/2018 - 10/2024 📍 Miami, Florida

- **Led UI/UX Initiatives:** Directed the design processes for Marriott Vacations Worldwide Brands' digital platforms from conception to deployment as an individual contributor when my team was downsized.
- **Created UX Deliverables:** Led stakeholder discovery sessions, customer journey mapping, wireframes and prototyping of cross-platform experiences using Axure RP and Figma to guide design and development.
- **Website Redesign:** Spearheaded the corporate site overhaul (intervalinternational.com), enhancing brand awareness & supporting 2024 sales and marketing initiatives leading to a notable uptick of 31% in leads generated from the website for the corporate sales team.
- **Increased Engagement:** Developed wireframes and prototypes for a landing page featuring underutilized All-Inclusive inventory, boosting monthly visitors from **3K** to **35K** and bookings by **44%**.
- **Revamped Legacy Site:** Enhanced search and booking flow of a legacy travel certificate site (Dreamweekvacation.com). This site used a non-standard search mental model for researching vacation properties which confused visitors. My enhancements improved booking rates while ensuring backend compatibility with legacy systems, meeting customer needs as well as business outcomes.
- **Streamlined Booking:** Reduced the booking process from 8 to 3 steps and integrated Stripe for efficient checkout.
- **Elevated Search & Booking UX:** Applied competitive research and UX best practices to refine vacation search and booking, ensuring a frictionless experience that aligned with industry standards and exceeded user expectations.

EXPERIENCE

Manager of Information Architecture and UX

Interval International

📅 06/2017 - 05/2018 📍 Miami, Florida

- **Led Design and Prototyping for our App:** Crafted the complete mobile app experience for Marriott Vacations Worldwide, including Vistana, Sheraton, and Westin member apps via Axure Prototype.
 - **Cross-Functional Collaboration:** Partnered with product and development teams to integrate features like on-property dining reservations, activities, and user-generated content, enhancing member engagement and on-property satisfaction.
 - **Customer Journey Mapping:** Developed detailed customer journey maps covering pre-booking, post-booking cross-sells, and GPS-enabled on-property app experiences for members checking into their resort to understand pain points and opportunities.
 - **Revenue Enhancement Initiative:** Strategized with the Intervalworld.com V.P. of Consumer Marketing on a high visibility project to generate untapped revenue by incentivising owners to pay an upgrade fee to book a larger room for their vacation which was previously not possible.
 - **User Flow Development:** I created intuitive prototypes and user flows that integrated the unit size upgrade options, ensuring visibility and clear value proposition along the booking workflow and checkout.
 - **Impactful Results:** Achieved a **\$5 million annual revenue increase** by facilitating member unit size upgrades with the successful collaboration and implementation of the marketing and product design strategy.
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Senior UX Product Lead

Alivi Health

📅 06/2017 - 06/2019 📍 Miami, Florida

- **Led multi-year contract project to overhaul a legacy health medical billing system**, transforming it into a modern, agent-friendly platform that streamlined claims adjudication for back office medical insurance companies.
 - **Partnered with senior leadership to identify and implement critical scheduling features**, ensuring the new system exceeded operational and regulatory standards.
 - **Enhanced agent efficiency and accuracy**, achieving smoother claims processing and prompt payment to all parties while upholding strict HIPAA compliance.
 - **Engineered prototypes for the EpicRide agent platform and AliviRide customer app**, providing dependable rideshare bookings for patients traveling to medical appointments.
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Project Lead, Information Architect/UX Designer

Interval International

📅 01/2009 - 05/2017 📍 Miami, Florida

- Spearheaded UX design for travel digital products, significantly enhancing customer engagement and driving revenue growth.
 - Pioneered a user-friendly booking system for new short-stay getaways, overcoming legacy system constraints.
 - Crafted innovative user flows and prototypes, ensuring a seamless and intuitive booking experience.
 - Delivered a remarkable \$2 million annual revenue boost through the successful launch of the short-stay product.
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Senior Web Designer

Interval International

📅 09/2004 - 12/2008 📍 Miami, Florida

- Designed and optimized multiple third-party websites, strengthening brand identity and enhancing user experience.
 - Created impactful HTML email newsletter templates, increasing member engagement through strategic communication.
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TRAINING / COURSES

Certified Scrum Product Owner (CSPO) from Scrum Alliance. (2023)

Figma UI UX Design Essentials by Dan Scott via Udemy (2024)

LANGUAGES

English
Native



Spanish
Native



Portuguese
Proficient



Italian
Beginner



REFERENCES AND PORTFOLIO

References Available Upon Request

Portfolio: <https://www.luislopezdesign.com/>