

Mauricio López

PRODUCT DESIGNER (UX/UI) | DATA-ORIENTED | DESIGN SYSTEMS | UX ANALYTICS

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Professional Summary

Product Designer (UX/UI) with over 10 years of experience creating digital experiences in public and private sectors. Specialized in building scalable design systems and improving user experience. I have applied knowledge in data analytics (Power BI, Tableau, web metrics) and experience collaborating in agile methodology environments, focused on generating measurable impact in usability, retention, and operational efficiency, applying inclusive and accessible design principles.

Professional Experience

COMUNICAVIVE – Product Designer & Creative Director (2021 – Present)

- Improved usability across client websites by redesigning user flows and navigation, reducing bounce rates by 20% and increasing user engagement.
- Built and implemented scalable design systems in Figma, reducing team delivery time by 30%.
- Increased average session duration by 25% through UX improvements and responsive design strategies.
- Utilized analytics tools (Power BI, web metrics) to identify friction points and optimize user journeys.
- Led corporate design operations, reducing production delivery time by 35% through process optimization and asset standardization.
- Standardized brand assets across 5+ departments, improving visual consistency and team communication efficiency.
- Increased operational efficiency by 25% by improving workflow coordination and task management systems.

CORPOELEC – Design Coordinator (2024 – 2025)

- Directed institutional design strategy, achieving 100% consistency across visual identity materials and digital touchpoints.

INGEOMIN – Design Coordinator (2018 – 2021)

- Reduced project delivery delays by 20% by improving planning and cross-functional execution workflows.
- Collaborated with multidisciplinary teams to improve the clarity and perceived quality of deliverables.

FEATURED PROJECT

Banking App for Elderly Users (Case Study)

<https://comunicavive.com/casestudy>

- Designed an accessible mobile banking experience tailored for users aged 55+.
- Achieved a 100% task completion rate in core user flows during usability testing.
- Reached a 4.6/5 user satisfaction score and improved the efficiency score to 9.4/10 through simplified UX flows.
- Validated solutions with real users and iterated designs based on behavioral analytics and feedback.

Skills

Product & UX Design: UX Research, Wireframing, Prototyping, Design Systems, User Flows, Usability Testing, Inclusive Design.

Data & Analytics (Applied Knowledge): Web Metrics, User Behavior Analysis, Power BI, Tableau, Excel, Data Visualization.

Web & Tools: Figma, HTML5, CSS, WordPress, Notion.

Methodologies & Teamwork: Collaboration in Agile & Scrum Environments, Art Direction, Visual Identity Systems, Task Management.

Education

Data Analytics - Coderhouse (2025)

UX/UI Advanced - Coderhouse (2024)

UX/UI Design - Coderhouse (2023)

Visual Communication - ICD (2006)