



Mauricio López

Designing data-driven digital experiences that improve usability, engagement, and efficiency.
PRODUCT DESIGNER (UX/UI) | DATA-DRIVEN | DESIGN SYSTEMS | UX ANALYTICS

Professional Summary

Product Designer (UX/UI) with 10+ years of experience designing digital experiences across public and private sectors.

Specialized in building scalable design systems and improving user experience through data-driven decisions, leveraging analytics tools such as Power BI and web metrics to drive measurable impact in usability, engagement, and operational efficiency.

Professional Experience

COMUNICAVIVE — Product Designer & Creative Director

- Improved usability across client websites by redesigning user flows and navigation, reducing bounce rates by 20% and increasing engagement.
- Built and implemented scalable design systems in Figma, reducing delivery time by 30%.
- Increased average session duration by 25% through UX improvements and responsive design strategies.
- Used analytics tools (Power BI, web metrics) to identify friction points and optimize user journeys.

CORPOELEC | Design Coordinator (2025)

- Led corporate design operations, reducing production time by 35% through process optimization.
- Standardized brand assets across 5+ departments, improving consistency and communication efficiency.
- Increased operational efficiency by 25% by improving workflow coordination and task management systems.

INGEOMIN | Design Coordinator (2021)

- Directed institutional design strategy, achieving 100% consistency across visual identity materials.
- Reduced delivery delays by 20% by improving project planning and execution workflows.
- Collaborated with cross-functional teams to improve 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 for users aged 55+
- Achieved 100% task completion rate in core user flows
- Reached 4.6/5 user satisfaction score in usability testing
- Improved efficiency score to 9.4/10 through simplified UX flows
- Validated solution with real users and iterated based on insights

Skills

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

Data & Analytics Power BI, Tableau, Excel, Data Visualization, User Behavior Analysis.

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

Branding & Strategy Art Direction, Visual Identity Systems.

Education

Data Analytics - Coderhouse (2025)
UX/UI Advanced - Coderhouse (2024)
UX/UI Design - Coderhouse (2023)
Visual Communication - ICD (2006)

CONTACT



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