

Luis A. Lopez

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Senior Product Designer

I design intuitive experiences that drive business outcomes and solve real user problems.

EMPLOYMENT EXPERIENCE

AC Drain Wiz

Senior Product Designer, Oct 2024 – Present | Miami, FL

An innovative IoT-focused home services startup building sensor-based diagnostics and products for HVAC contractors.

- Brought on board to guide a start-up team through the UX design of an IoT sensor dashboard enabling HVAC contractors to detect drain line issues and generate service calls
- Designed a 4-step onboarding experience for contractors, enabling them to experience the creation of their profile, assign employees, onboard customers, and schedule service calls.
- Leveraged Cursor AI to build functional prototypes via code-based iteration, reducing prototyping costs by 25% while enabling faster, more informed design-to-dev handoffs.
- Used AI to test form logic, autofill flows, and responsive behaviors across multiple breakpoints—eliminating traditional prototyping cycles in Figma/Axure.

Marriott Vacations Worldwide

Associate Director, Information Architecture, June 2018 – Oct 2024 | Miami, FL

A global hospitality leader serving over 1.6 million across 90+ countries, and B2B partners. MVW operates consumer-facing platforms and B2B SaaS products to ensure a strong presence in the global hospitality ecosystem.

- Promoted to Associate Director to lead a team of 2 Information Architects while owning all aspects of UX strategy, prototyping, and cross-platform design execution. Contributed to design systems and led critique and onboarding sessions.
- Led the UX vision across 7 digital products — including 2 SaaS platforms, 2 consumer apps, 2 internal Call center tools, and the Interval brand site.
- Partnered closely with the Center of Excellence and internal design leaders to shape a unified customer experience across a diverse portfolio of digital products.
- Designed and launched a new All-Inclusive Resorts CMS landing page, increasing traffic from 3K to 35K monthly visitors and boosting bookings from 1k to 5k, while reducing related pricing model related complaints by 65%.
- Co-championed product management responsibilities alongside Business Analysts transitioning into Product Manager roles, providing UX and strategic mentorship that helped evolve feature discovery, prioritization, and roadmap clarity.
- Gained CSPO certification to formalize product expertise and became a key bridge between design and product leadership, accelerating alignment on customer outcomes and business goals.

- Redesigned Dreamvacationweek.com booking flow, improving conversion rate from 1.5% to 2.22% and increasing completion rates by 15% for a certificate-based vacation booking product.
- Designed and launched an in-flow upsell that let members book bigger units — driving \$5M in yearly revenue growth.
- Directed internal and B2B product strategy with global partnerships (Revelex and Priceline) and API design integration for our members.

Interval International

Manager of Information Architecture & UX, June 2017 – May 2018 | Miami, FL

Interval International provides vacation ownership members access to a global network of over 3,200 resorts across 90+ countries. It enables flexible, immersive travel through timeshare exchange.

- Promoted to Manager of Information Architecture to help guide all product related design and UX decisions within the organization for our digital products.
- Scaled the mobile platform from 120K to 160K users and improving App Store satisfaction to 4.6 stars.
- Designed and shipped a 0-1 mobile app experiences for Sheraton, Westin, and Vistana owners. (App now known as Marriott Vacation Club)
- Led workshops and journey mapping sessions across booking and on-property use cases.

Alivi Health

Senior UX Product Lead (Contract), June 2017 – June 2019 | Miami, FL

Alivi Health is a tech-enabled healthcare company founded in 2016, specializing in managing non-emergency medical transportation (NEMT) and specialty benefits for health plans with a focus on improving access, care quality, and member experience.

- Led the multi-year redesign of a legacy healthcare billing system into a HIPAA-compliant SaaS platform, improving claims adjudication speed and accuracy.
- Partnered with senior leadership to implement scheduling and automation features that exceeded regulatory standards and improved operational efficiency.
- Designed and prototyped the EpicRide agent dashboard and AliviRide patient app to enable secure, reliable rideshare bookings for medical appointments.

EDUCATION & TRAINING

- Certified Scrum Product Owner (CSPO), Scrum Alliance – 2023
- Figma UI/UX Design Essentials (Dan Scott, Udemy) – 2024
- Figma UI/UX Design Advanced – Udemy – 2025

PORTFOLIO & LANGUAGES

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

Languages: English (Native), Spanish (Native), Portuguese (Proficient), Italian (Beginner)