



UX leader with 10+ years of experience in research, strategy, and design. Expertise in the end-to-end UX process, from discovery to implementation. Proven ability to optimize workflows, enhance usability, and lead global teams. Core expertise in UX, with a strong passion for marketing—particularly branding, conceptualization, SEO, brand awareness, and lead generation.

CATALINA LOPERA M

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MY CORE VALUES

- Prioritize people
- Optimize work
- Find a way to win

EXPERIENCE

**HOME PARTNERS OF AMERICA
UX LEAD**

Remote/Chicago
Feb 2022 - Present

- Won the Cultural Influencer Award for Innovation for leading the design and creation of a vendor portal that processed over 200,000 work orders, saving the company 28% per order by eliminating reliance on a third-party provider. Additionally nominated for the Teamwork Award.
- Managed a team of designers across the US and China (between 6-10 designers). Accountable for the design work across 15+ platforms, including mobile apps and web apps and websites for external and internal products.
- Improved visibility of UX work, research, and achievements within the company.
- Reduced costs of UX tools by 60% while expanding their functionality.

**WINTER INTERNATIONAL
UX LEAD**

Remote
Oct 2019 - Feb 2022

- Led UX and visual design for 3 companies under Winter International, all related to business processes and meetings, ensuring cohesive and user-focused designs.
- Increased meeting creation 24.4% in our newest meeting-related web app by creating an onboarding process and new meeting creation experience.
- Conducted qualitative and quantitative research and also moderated workshops to understand user and business needs.
- Designed a meeting platform from scratch in just 2 months.
- Established a centralized user research repository using Dovetail, consolidating reports from 4 researchers and fostering data-driven decisions.
- Ensured all designs met accessibility and WCAG compliance standards.

**VOKAL
UX CONSULTANT**

Chicago, IL
Jun 2019 - Nov 2019

- Designed two WCAG-compliant MVPs in 6 months for two large clients as a part-time design consultant.
- Led workshops with Gordon Food Service, a leading food distribution company, and Jet Support Services, Inc. (JSSI), a provider of aircraft maintenance and support to define MVP requirements, ensuring alignment between business objectives and user needs.
- Leveraged past research and interviews to create and iterate user-centric, industry-specific products.

**RISEKIT
MARKETING AND ART DIRECTOR CONSULTANT**

Chicago, IL
May 2018 - Apr 2019

**CLEARSETTLE, OZAN, AND SETTLEGO
UX STRATEGIST AND DIGITAL ART DIRECTOR**

Chicago, IL
May 2017 - May 2018

**SLACK AND COMPANY
ASSISTANT ART DIRECTOR**

Chicago, IL
May 2014 - May 2017

EDUCATION

COLUMBIA COLLEGE CHICAGO
Bachelor in Fine Arts (BFA), Graphic Design (GPA 3.95)
Class of '13

Other training and courses:

DATA CAMP
Data science for everyone
Introduction to Python
Intermediate Python
Python Data Science Toolbox
2021

WHARTON ONLINE
Gamification
2020

ASCEND TRAINING
Responsive web design
2016

SKILLS

UX RESEARCH & DESIGN

Wireframing Prototyping	Universal designs
User interviews	UX strategy
Usability testing	Prioritization matrix
Surveys	Workshops
Metrics review	Graphic design Branding
Design systems	Marketing strategy

SOFTWARE

Figma Figjam	User Interviews
Dovetail	PowerBI Metabase
Hotjar	Zapier
Userlytics	ChatGPT
Pendo	Google Analytics
Wordpress Divi	Google Ads
Claude	Illustrator
Framer	Photoshop
Survey Monkey	Airtable

LANGUAGES
English and Spanish (Fluent)

AWARDS
 Home Partners of America Innovation Award (Q2 2022)