

CATALINA LOPERA

phone: 773.251.3222 | email: cataloperam@gmail.com

portfolio: catalinalopera.com | linkedin: [linkedin.com/in/catalina-lopera-217b0763/](https://www.linkedin.com/in/catalina-lopera-217b0763/)

UX leader with 10+ years of experience. Skilled at understanding challenges through research to define problems and generate testable, creative solutions. Proven ability to lead global teams, streamline workflows, and align UX with business objectives. Passionate about branding and marketing, with expertise in conceptualization, SEO, and lead generation.

EXPERIENCE

HOME PARTNERS OF AMERICA (BLACKSTONE) UX LEAD

Remote/Chicago
Feb 2022 - Apr 2025

- Defined UX strategy across 15 platforms, aligning design decisions with research insights and business goals to improve usability and product cohesion
- Led the design of a vendor portal that processed over 200,000 work orders with real-time updates and scheduling, reducing third-party costs by 28 percent per order; received the company's Cultural Influencer Award for Innovation in a team of 500+
- Leveraged a development-focused leadership approach, collaborating with 6 to 10 designers across the US and China to identify skill gaps, implement tailored training plans, and provide ongoing mentorship, resulting in accelerated career growth and improved team performance
- Established and maintained scalable, WCAG-compliant design system components adopted across teams and 15+ products
- Reduced UX software costs by 60 percent while expanding team access to advanced research and prototyping tools

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 new 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

MY CORE VALUES

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

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) on a team of 500+