Paul Jayson Lopez

Product Designer

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PROFILE

Product Designer with 12+ years of experience across insurance, financial services, and automotive. Connects user research, interaction design, design systems, and working front ends to make complex enterprise workflows and customer journeys easier to use.

PROFESSIONAL EXPERIENCE

Aon

Senior UX Designer | June 2024 - Present

- Built invoice-delivery screens and workflows using Claude, Figma MCP, React, TypeScript, and Node.js. Engineering adopted the code, reducing handoff time and rework.
- Designed Commercial Risk journeys for North American clients and colleagues across onboarding, risk profiles, and servicing.
- Contributed to FAC Connect Portal and Product Builder redesigns associated with a 20% revenue increase and 90% client retention.
- Extended Aon's Digital Design System with reusable patterns and components; contributed to AB Connect workflow improvements to reduce friction and support productivity.

Experian

Lead UX Designer | February 2022 - December 2023

- Redesigned information architecture and improved performance on Experian's most-visited page, reducing bounce rate by 10%.
- Designed and launched an Adobe Experience Manager (AEM) documentation site and unified UI kit to standardize components and accelerate development.
- Established Lean UX roadmaps, templates, and practices; mentored junior designers and strengthened collaboration across teams.

INNOCEAN USA / Hyundai Motor America

Senior UX Designer | November 2016 - February 2022

- Contributed to the HyundaiUSA.com redesign and platform launch, associated with a 25% increase in digital vehicle sales and a No. 3 J.D. Power Manufacturer Website Evaluation Study ranking.
- Used research, content audits, and usability testing to refine vehicle-shopping workflows, reduce friction, and prevent errors; partnered with engineering, marketing, and product teams on implementation.

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SELECTED PRODUCT

Circuit Builder

Independent product | Product design and development | circuitbuilder.app

- Designed and shipped a web app for RC enthusiasts that connects circuit layout editing, 3D previews, and full-size printable build templates.
- Owned product structure, interaction design, and implementation across connected Draw, Drive, and Build workspaces.

EARLIER EXPERIENCE

PIMCO

Senior Visual Designer | March 2016 - November 2016

- Applied reusable components and consistent design patterns to streamline design production and maintain clear, on-brand financial-services interfaces. Mentored junior designers, including two promoted within a year.

Tony Robbins

Front-end Web Developer | September 2015 - March 2016

- Built responsive HTML, CSS, JavaScript, and PHP interfaces, connecting UX wireframes with back-end APIs. Used analytics and SEO insights to improve engagement.

SKILLS

Product and research: UX strategy, interaction design, journey mapping, prototyping, design systems, Lean UX, stakeholder interviews, usability testing

Design and prototyping tools: Figma, Claude, Figma MCP, Adobe Creative Cloud, Maze, Optimal Workshop, Hotjar

Technical: React, TypeScript, Node.js, JavaScript, HTML, CSS, PHP, WordPress, Adobe Experience Manager

EDUCATION

Bachelor of Science in Web Design & Interactive Media
The Art Institute of California - San Diego | 2011

AWARDS AND PROFESSIONAL DEVELOPMENT

Webby Awards: Integrated Campaign, Advertising, Media & PR (2021).

Internet Advertising Competition: Best Automobile and Mobile Websites; Best Automobile and Mobile Integrated Ad Campaigns (2020).

Lean UX and Agile, Nielsen Norman Group (2022). UX coursework, LinkedIn (2019).