# Helen K. Lopez-Santos

+1 (786) 543-1481 ● Rochester, New York ● hs9166@rit.edu

**https://www.linkedin.com/in/lopezsantoshk**

**https://helenlopezsantos.com**

## EDUCATION

**Rochester Institute of Technology | Bachelors of Science | Major: Human-Centered Computing, Minor: Psychology**
**Expected May 2025**
- *Member,* Women in Computing | *Member,* Student Google Developers Club | *Member,* Latin American Student Association | *Member,* ALANA Collegiate Association | GPA: 3.0

**ELISAVA School of Design and Engineering | Barcelona, Spain | Study Abroad | Graphic & Visual Design**       **Spring 2024**
- *Member,* Final Exhibition Set Up Committee | *Volunteer-Assistant Professor*, Escola Baixeras 4th grade English Class | GPA: 3.8

## ACADEMIC PROJECTS

**UX Researcher, UI/UX Designer | Team Lead**                                                      Sep. 2023 - Dec. 2023
iHold | Rochester, New York
Worked with a small team to create iHold - a product aimed at minimizing cable clutter specifically for college students. Conceptualized the product, designed the product prototype and a few pages of the product UI. Coded and released a website to market the iHold product.

**UX/UI Designer & Developer**                                                                    Feb. 2023 - June 2023
Recycle Raccoon| Rochester, NY
Collaborated with a small team to participate in the 2023 Google Development Solution Challenge. Formulated ideas, designed the UI, and coded the application aimed at addressing the global challenge.

## FREELANCE PROJECTS

**Product Designer | Freelance**                                                                  Oct. 2024 - Present
CogBias AI | Rochester, New York
Partnering with a start-up to redesign their existing application. Utilizing design thinking and UX processes to plan, sketch, and prototype the application. Designing high-fidelity prototypes in Figma. Executing the design through Flutterflow and HTML, CSS, and JS.

**Product Manager & Designer | Freelance**                                                        Aug. 2023 - Aug 2024
Impulsively Creative | Rochester, New York
Partnered with a couple to revamp their existing blog website. Managed the design process and spearheaded the release of the website.

**Product Manager & Designer | Freelance**                                                        July 2024 - August 2024
Bigger Than Sports | Rochester, New York
Partnered with fellow RIT alumni to create, release, and manage a website for their non-profit organization located in Broward, Florida. Tight deadlines due to organization funding were met quickly and efficiently.

## EXPERIENCE

**Community Assistant | Part-time**                                                               Jun. 2022 - Present
American Campus Communities | Rochester, NY
Assist in preparation, administration, and execution of all necessary facility operations. Participate and aid in social media marketing through Tiktok and Instagram. Master navigating salesforce for the purpose of leasing and sold over $50,000 in leases.

**Innovation Intern | Co-Op**                                                                     May 2024 - Aug 2024
Navistar | Lisle, IL
Conducted surveys and internal interviews for user research. Synthesized findings and provided meaningful insights and recommendations. Innovated an owner's manual using Augmented reality for electric vehicle.

## SKILLS

Microsoft Office | Adobe Creative | UX/UI | Figma | Sketch | FlutterFlow | Framer | Angular | React | HTML | CSS | JS