

# Helen K. Lopez-Santos

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## EDUCATION

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### Rochester Institute of Technology | Bachelors of Science | Major: Human-Centered Computing

Expected May 2025

- *Member*; Women in Computing | *Member*; Student Google Developers Club | *Member*; Latin American Student Association | *Member*; ALANA Collegiate Association | GPA: 3.14

### 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

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### UX Researcher, UI Designer | Team Lead

Oct. 2024 - Dec. 2024

RIT Virtual Flowchart | Rochester, New York

Collaborated with a team to improve the onboarding UX for HCC students. Conducted surveys, interviews, and user research to design personas, journey maps, and storyboards to visually analyze the issue, and developed a high-fidelity prototype of the proposed solution.

### 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

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### 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

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### 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 \$80,000 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

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