

Ronald Lopez

Product Designer | UI/UX Designer

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PROFESSIONAL SUMMARY

Product Designer with over 10 years experience in the design field, taking B2B SaaS and B2C products end-to-end across web and mobile, from research and design through design QA. Founding designer for a YC-backed startup, designing digital products from 0-1 and helping scale the company from pre-revenue to 7-figure ARR and 2,100+ customers. Builds and maintains design systems that keep interfaces clear even when the workflows behind them are complex. Grounds decisions in product thinking and user data. Uses Claude Code and Codex to support research, experimentation, and rapid prototyping. Partners cross-functionally across engineering and product, managing stakeholder expectations to ship user-centered work.

AREAS OF EXPERTISE

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|-------------------|--------------------------|-------------------------|------------------------|
| ✓ Research | ✓ Design Systems | ✓ Design Engineering | ✓ Prototyping |
| ✓ Design Thinking | ✓ User Experience Design | ✓ Front-End Development | ✓ Interaction Design |
| ✓ Visual Design | ✓ Interface Design | ✓ Responsive Web Design | ✓ Accessibility (WCAG) |

PROFESSIONAL EXPERIENCE

Product Designer, Legend, Remote | October 2021 – March 2026

Designed and optimized conversion-focused pages and components on Covers, a sports betting information platform, driving users toward revenue-generating partner sportsbooks and sign-up offers.

- Starting with user interviews, redesigned the sportsbook toplist cards. A/B testing showed roughly 35–45% higher clickouts across commercial pages, resulting in other brands in Legend's sports pillar adopting the design pattern.
- Used user data, feedback from experimentation, and iterative design to refine experiences, product performance, and usability.
- Contributed to the evolution of the design system to improve consistency and scalability across the design team.

Founding Designer, OneLocal (YC S17), Toronto, Ontario | October 2013 – September 2021

Partnered across engineering, product, sales, and marketing to ship 7 products and 2 mobile apps across the B2B SaaS suite serving solo, SMB, and mid-market businesses.

- Shaped product strategy and design direction by studying the competitive landscape, industry trends, and user flows.
- Owned the full product design lifecycle from research, wireframes and high-fidelity design through interactive prototypes, annotated handoffs, and design QA.
- Designed the company website, customer-facing product suite, and backend user dashboard, worked in the codebase alongside engineering, and delivered 100+ client websites at scale through OneLocal's website product.
- Produced brand, marketing, email, social, and sales design for the company and its clients, including interactive demos and presentations for the Sales team.

Web & Graphic Design Intern, Dundas Data Visualization, Toronto, Ontario | January 2013 – March 2013

- Created page layouts for sales and marketing collateral, graphics for web and social media, and online ads. Designed and coded HTML email campaigns.

EDUCATION & CERTIFICATION

UX Design, BrainStation, Toronto, Ontario | UX Designer Certification (UXDC™), 2021

Graphic Design, George Brown College, Toronto, Ontario | Ontario College Advanced Diploma, 2013

TOOLS

Design: Figma, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects)

Development: HTML, CSS, JavaScript, GitHub, Storybook

AI: Claude Code, Codex

Analytics: Adobe Analytics, Google Analytics, Hotjar

Productivity: Miro, Notion, Jira, Asana