Edward Gopez

edsthetic.vyn@gmail.com | /in/edward-gopez-designs/ | edwardgopez.com | San Jose, CA

Skills

- **Web Design** | Event Management | Problem Solving | Website Administration | E-Mail Marketing | Production
- **UI/UX** | UX Research | Prototyping | Graphic Design | Motion Design | Game Design | Copywriting | Project Management | Social Media | Illustration | Video Editing | Typography | Jira | Project Management | E-Commerce
- **Figma** | Webflow | Photoshop | Illustrator | Shopify | Google Suite | Wix Studio | HTML | CSS | Adobe Suite

Experience

UI / UX Designer, *Kids Atelier*
Los Gatos, CA | July 2024 - September 2025
- Lead UI/UX Designer behind main front end development on main website, and subsidiary websites, including redesigning and rebranding webpages, and creating new accessible apps and technologies to modernize the site.
- A/B tested various landing pages, sections, blog posts, and social media, increasing click-through rate by 108% and sales by 12%, and establishing a design process across all products.
- Utilized Figma for the user-flow strategy, and adapted to an online e-commerce store with Shopify.

UI Designer / Game Designer, *Break Boxer Productions.*
Berkeley, CA | March 2024 - September 2024
- UI Designer, and Game Designer, designing and balancing game mechanics, and UI in Figma & Photoshop.

Art & Design Games and Playable Media Student Liaison, *UC Santa Cruz Faculty*
Santa Cruz, CA | March 2024 - June 2024
- Designed social media posts, webpages, newsletters, graphics, for school programs with the Adobe Suite,
- Managed relationships between faculty and students by making weekly announcements, managing communication, and ensuring both faculty and student satisfaction with Jira & Notion.

Product Designer / Brand Development, *ishugo.co LLC*
Santa Cruz, CA | October 2023 - Present > Ongoing
- Website & Product Designer, including UI Design, Graphic Design Posters, & Marketing Materials.

Leadership

Assistant 2020 | Leader 2022 - 2024 (Bayanihan, Pagkakaisa Dance, POPreKa, StarChrome)
Student Media/ Cultural Arts and Diversity (SoMeCA) | 2021-2024
- Led 3 UC Santa Cruz recognized organizations, while honing skills in Design, Social Media, Leadership, and Project organization over 3 years utilize the Google Suite & Jira for Team Management.

Assistant 2021-2023 | Leader 2023-24 | 2023 Inspired Designer Award, 2022 Runner Up
Graphic Visual Arts Designers Association | 2020-2024
- Engaged a new association of talent online across schools to develop visual design skills. Organized various events, increasing membership by 80% , and created Design Course Videos with the Adobe Suite.

Leader / Founder / Creative Media Lead
StarChrome (Dance Team) | 2022-2024
- Founder and former lead of StarChrome, a professional dance team. As the Creative Media Lead, I designed the team's brand, including graphics and style guides, and edited team videos with the Adobe Suite.

Education

Bachelor of Arts | Art & Design Games and Playable Media
University of California Santa Cruz, Spring 2024