

DARYL LOPEZ

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[LinkedIn](#) | [Video Resume link](#)



SCAN QR CODE

PROFILE

I'm Daryl, a designer and researcher with over a decade of experience across graphic, motion, and UX design. I excel at crafting digital experiences across multiple platforms by combining strong visual storytelling with evidence-based design systems, grounded in qualitative and quantitative research methods alongside marketing insights.

PROFESSIONAL EXPERIENCE

Assistant Researcher Sep 2025 – Present
The Environics Institute for Survey Research, Ottawa, Ontario, Canada

- Supported the design, execution, and analysis of public opinion and social research projects, including data cleaning, cross-tabulation, and statistical analysis.
- Prepared reports, presentations, and visualizations to communicate key findings, collaborating with senior researchers to ensure methodological rigor and actionable insights.

User Experience Researcher Oct 2023 – Apr 2025
Algonquin College, Ottawa, Ontario, Canada

- Conducted and analyzed 30+ in-depth interviews to design a job aid improving air travel accessibility for wheelchair users, in collaboration with Canada's Centre for Air Travel Research, promoting social impact.
- Engaged in various research methodologies, including information architecture, ecosystem and journey mapping, and literature reviews, to enhance usability and accessibility of a digital web portal.

User Experience Designer Feb 2021 – Aug 2023
Greenbull Group, Dubai, United Arab Emirates

- Conducted 30 in-depth interviews, surveyed 120 individuals, and analyzed data from usability tests to gain insights into user needs and preferences for multiple digital investment applications.
- Designed 4 social digital investment products for both web and mobile platforms. Created design systems, wireframes, and prototypes, as well as supervising designs with web developers.

User Experience Designer Jul 2019 – Aug 2020
Property Finder, Dubai, United Arab Emirates

- Designed multiple product experiences for both B2B and B2C users. Worked closely with product designers to conceptualize and validate user flows and functionalities of digital property management products.
- Crafted content strategies for a real estate web portal, integrating visual elements such as layout, color schemes, typography, images, and motion graphics to resonate with the target audience.

Graphic Designer Apr 2018 – Apr 2019
Taka Solutions, Dubai, United Arab Emirates

- Produced marketing materials to promote company's engineering services through different marketing platforms such as high-level presentations, social media artworks, case studies and branding.
- Developed and implemented digital marketing strategies to drive brand awareness, lead generation, and customer engagement.

Graphic Designer
ABS-CBN Network, Manila, Philippines

Sep 2014 – Nov 2017

- Collaborated with international partners to create promotional materials, posters, banners, social media graphics, videos, and ads for TV shows, documentaries, and promos.
- Contributed to 30+ brand marketing projects for internet and cable products.

SKILLS

User Experience Design and Research

- Experienced in designing digital products using design thinking methods from start to finish.
- Skilled in crafting wireframes, designing visual mockups, and building website prototypes for both mobile and desktop platforms, ranging from basic sketch outlines to detailed prototypes.
- Proficient in leveraging user research methodologies like surveys, semi-structured interviews, personas, and journey maps to derive meaningful insights.

Graphic and Motion Design

- Highly experienced in crafting both long and short form promotional product videos, employing animation principles such as timing, easing, keyframing, motion tracking, and sound design.
- Capable of manipulating video footage to integrate seamlessly with motion graphics.
- Strong understanding of design principles including layout, typography, color theory, and image editing and manipulation techniques.

TOOLS AND SOFTWARE

Microsoft Office Tools, Miro, Trello, Slack, Adobe Creative Suite, Jira, Confluence, Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Figma, Sketch, Adobe XD, Wix, WordPress, PHP, Mailchimp, Hotjar, GitHub, Lottie files, SPSS, Survey Monkey, Recollective, HubSpot, Framer, Notion, Fig jam.

EDUCATION

Marketing Research and Analysis 2024 - 2025

Algonquin College, Ottawa, Ontario, Canada

- Dean's honour list with a 3.70 GPA

Interdisciplinary Studies in Human-Centered Design 2023 - 2024

Algonquin College, Ottawa, Ontario, Canada

- Dean's honour list with a 3.72 GPA

Bachelor of Science in Information Technology Specializing in Digital Arts 2010 - 2015

Far Eastern University, Manila, Philippines

REFERENCES

Jed Looker - Head Researcher | Human-Centered Design Lab, Algonquin College.
(available upon request)

Shelley Roberts, PhD - Senior Research Officer | National Research Council Canada
(available upon request)