

Monique Lopez

Principal Product Designer

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Seasoned product designer with 10+ years designing across B2B and B2C platforms — from AI-powered market intelligence tools serving 80 million users to white-label travel commerce platforms used by American Airlines and JetBlue. Known for translating complex systems into clear, usable experiences, building design infrastructure that scales, and treating accessibility as a business requirement. Comfortable leading teams and working hands-on alongside engineers, PMs, and executive stakeholders.

Experience

Crunchbase — Design Manager / Principal Product Designer

March 2022 – Present · San Francisco, CA

Led design through Crunchbase's repositioning from historical data service to AI-powered market intelligence platform, one of the most significant product pivots in the company's history.

- Orchestrated complete platform redesign transforming the experience for millions of VCs, founders, and analysts; drove design strategy establishing Crunchbase as the leader in predictive market insights.
- Collaborated with AI/ML teams and data scientists to make complex predictive models, including 95% precision and 99% recall fundraising predictions intuitive and accessible across diverse user personas and surfaces.
- Managed design team through organizational change, maintaining quality and velocity while navigating shifting product priorities.

Crunchbase — Principal Product Designer

March 2019 – March 2022 · San Francisco, CA

- Spearheaded UX across a platform serving 80 million active users; architected scalable design systems handling millions of quarterly data updates through automated and user-generated content pipelines.
- Designed Advanced Search functionality that reduced customer support tickets by 98% while improving trial conversion and user retention.
- Built design patterns and systems providing a consistent, scalable foundation for both the design team and engineering as the product grew rapidly.

Skills

Figma
Responsive web design
Design systems
Wireframing
Interactive prototyping
Journey mapping
High-fidelity UI
Accessibility (WCAG AA/AAA)
HTML / CSS / JavaScript
Axure
Frontify

Research

User interviews
Usability testing
Card sorting
Continuous discovery
A/B testing
Surveys

Facilitation

Stakeholder management
Design workshops
Cross-functional collab
Client presentations

Crunchbase — Product Designer

March 2018 – March 2019 · San Francisco, CA

- Led homepage redesign, customizable news feed launch, and Crunchbase Pro upsell flows; partnered with engineering on accessible UI standards and a pattern library that nearly doubled frontend development velocity

Switchfly Inc. — Senior UI/UX Product Designer

June 2016 – May 2018 · San Francisco, CA

- Redesigned flight results cards for a white-label travel platform powering American Airlines and JetBlue Vacations; 62.5% of users preferred the new layout in testing, citing improved legibility and airline clarity.
- Surfaced hotel promotional deals based on research showing 80% of users had booked solely due to a promotion; post-launch conversion for promoted hotels rose significantly, directly driving a new "Hotels with Promotions" filter in the next release.
- Built the Switchfly Pattern Library (Frontify, linked to live CSS) increasing development velocity by nearly 2x; enforced WCAG AA/AAA accessibility standards mitigating FAA/DOT fines of \$115K+ per first violation across all partner brands.

Lithium Technologies — Senior UI/UX Designer

February 2009 – May 2016 · San Francisco, CA

Sole designer on major client engagements from strategy through front-end implementation, delivering wireframes, high-fidelity designs, and production HTML/CSS/JS across enterprise community platforms.

Google · 2011–2015

- Designed the 2011 Google AdWords Community launch and its 2013 redesign, introducing self-serve community manager tooling, solved-state message UI, and contributor recognition features that drove measurable engagement increases.
- Returned in 2015 as sole designer on the Google Advertiser Community: Merged AdWords, Analytics, Google My Business, AdWords Express, and Google Partners into one responsive platform; traffic doubled, pages per visit 2x, mobile traffic doubled post-launch.

Rogers Communications

- Redesigned the Rogers customer support community; registered users +20% YoY, page views +60% YoY, response time under 60 minutes, 160,000 calls deflected, all-time high Community Health Index Score of 787

Education

University of Arizona — BFA, Visual Communications

May 2007 · Emphasis in Graphic Design and Illustration