Lori Lopez

Austin, TX (remote or hybrid) · Contract only · lorilpz@utexas.edu · linkedin.com/in/lorilpz

SUMMARY

I started in video production and marketing, then spent 5 years in SaaS product design keeping customer satisfaction high and extending lifetime value. Now I combine both to build content systems that attract, retain and grow customers.

EXPERIENCE

Video Content Strategist (Contract)
Jan 2027 – Present

Austin, TX / Remote

I help service-based businesses turn authentic, low-lift video into a content library that brings in leads and gets found in search and AI results.

- Plan content strategy across social, websites, email and paid ads; record, edit and publish content
- Run minimal-gear shoot blocks and B-roll sessions to build foundational content libraries

Growth Operator
Jan 2026 – Present

Skool (self-employed) · Remote

- Record, edit and post content for creators running educational communities, optimize About pages and automate funnels and campaigns
- Turn social audiences into paying members through outreach, member success and referral programs; deliver monthly reports on key metrics with recommendations

Senior UX Designer (Contract)
May 2022 – Dec 2024

Charles Schwab · Remote

- Designed iOS, Android and web responsive customer experiences for fintech features like trading, wire transfers and digital forms.
- Built product demo prototypes used in client acquisition and sales

UX/UI Designer
Apr 2019 – Aug 2021

Gene by Gene · Houston, TX

- Designed, developed and maintained marketing websites and led design and iterations for 10+ product releases
- Recruited 600+ active customers for research, giving the team direct access to customer feedback on a continuous basis

Video Producer & Digital Marketer
Oct 2013 – Mar 2019

Texas & out-of-state shoots

- Shot, produced and edited commercial, branded and promotional video for startups and small businesses
- Managed leads and proposals; ran social, email and content marketing campaigns
- SEO: planned organic search and content strategies, published optimized content and reported monthly results
- Designed and developed responsive marketing websites

BRANDS

Charles Schwab
Gene By Gene
FamilyTreeDNA
Kopa Real Estate
Spyglass Realty
Housing Scout
The University of Texas at Austin
SolarWinds
Dell

SKILLS

Video
Content strategy, producing, shooting, editing, motion graphics, B-roll and shoot planning, YouTube channel management

Marketing
Brand storytelling, lead generation, funnels, A/B testing, SEO and AI search, email, social, paid ads, metrics reporting

Product
Customer research, prototyping, satisfaction and retention

TOOLS

Adobe Creative Suite, CapCut, Figma, Google Analytics, Notion, Claude, ChatGPT

EDUCATION

B.S., Radio-Television-Film
UT Austin, Moody College

UX Design Certification
Austin Community College

Measuring UX and ROI
Nielsen Norman Group

LANGUAGES

English, Spanish (fluent)