

# Sebastian Lopez-Mobilia

Designer

## Work Experience

### Reunion Coffee Cart

Jan 2025 - Present

Creative Lead

- Lead creative direction for social media and brand strategy, helping boost local visibility and engagement
- Manage content creation, including photography, video, and graphic design for promotional campaigns
- Analyze customer feedback and online metrics to optimize marketing strategies and improve customer outreach
- Collaborate with event teams to design and market custom setups for local pop-ups and coffee catering events

## Education

### University of Texas at San Antonio

Jan 2025 - May 2026

BA Digital Media Influence

- Focused on user experience (UX) design, digital storytelling, and media production
- Completed coursework and projects in UX/UI design, interaction design, and social media marketing
- Created a minimalist gym logging app ("Repnote") as a UX case study using Figma, user testing, and prototyping
- Actively working toward UX portfolio development with the Google UX Design Certificate

## Skills & Tools

### Skills

User Research, Interaction Design, Visual Design, Communication and Collaboration, User Testing, Adaptability, Continuous Learning

### Tools

Figma, Adobe Photoshop, Adobe Illustrator, Canva, Blender