

# Dan Lopez



Web engineering, design & growth

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## Application & Genki explorations

Available from October 2026 / Can work German business hours

Founder of funnels.es, where I design and build websites and sales funnels, combining development with copywriting and growth marketing. Recently launched Kyun, a React and TypeScript application, with Firebase, automated testing and CI/CD. I use Codex and review the code it produces. After years of client projects, I want to join one team and keep improving the same product.

## SELECTED WORK

### Kyun

Technical development / Japanese-learning web application | Launched Sep 2026 | [kyun.pro](#)

- Owned all technical development and launched the app in three weeks using Codex, collaborating with a Japanese teacher responsible for the learning content. Built a React 19 and TypeScript frontend with Vite, Tailwind CSS, Radix UI and a custom FSRS spaced-repetition engine.
- Implemented Firebase Authentication, Firestore, second-generation Cloud Functions and App Check. Set up staging and production environments, GitHub Actions CI/CD with Workload Identity Federation, automated checks, Sentry monitoring and PostHog analytics.

### funnels.es

Founder / Funnel design and development | 2024-present | [funnels.es](#)

- Design and build websites, VSL funnels and quiz funnels, handling the interface, custom development and conversion-focused copywriting.
- Built a custom quiz funnel for a Japan travel agency using HTML, Tailwind CSS and JavaScript, including conditional questions, saved progress and Spanish copy. Booked-call conversion rose from 3% to 11.6%.

## MADE FOR GENKI

Three independent Genki website explorations: Everyday, Daydream and Unfiltered. Designed and built for this application to explore how people understand the cover and choose a plan.

# Experience & tools

## EARLIER VENTURES

### **lander.co** / Founder

2021-2023

Web design agency work in the US, followed by funnel-building services in Spain. Exited the US web design agency.

### **DrWeb** / Founder

2020

Founded a web design agency in Spain. Designed and developed websites around user experience and client business goals. Exited the business.

### **gv.consulting** / Partner

2017-2019

Growth advisory and services in Dubai, working with digital ventures on acquisition and business growth.

### **TURN8** / Entrepreneur in Residence

2015-2016

Managed a pre-accelerator programme in Dubai and advised startups on acquisition, funnels, onboarding and UX.

### **Startupfy** / Founder

2011-2014

Founded a startup studio and consulting business for startups.

### **Innovacart** / Founder

2009-2010

Founded a QR-commerce startup, my first entrepreneurial venture.

## TECHNICAL SKILLS

**Frontend & design** React 19, TypeScript, JavaScript, HTML, Vite, Tailwind CSS, Radix UI, Figma, Webflow.

**Backend & delivery** Firebase Authentication, Firestore, Cloud Functions, App Check, Firebase Hosting, GitHub Actions, Google Workload Identity Federation. Cloudflare domain management.

**Quality & AI workflow** Codex, Vitest, Testing Library, Firebase emulators, ESLint, Lighthouse/WCAG checks, Sentry, PostHog.

**Growth** Conversion rate optimisation, VSL and quiz funnels, copywriting, user acquisition, A/B testing and performance analysis.

## DEVELOPMENT & LANGUAGES

Reforge Growth Series / Reforge Product Strategy

Spanish: native / English: fluent