

Dan Lopez.



Web designer for growth: landing pages, quizzes and funnels, from copy to code

hola@funnels.es +34 665 50 44 89 Spain · Remote · Can work until midday PT · Available now funnels.es kyun.pro

Founder of funnels.es. I design and build landing pages, quiz and webinar funnels end to end, from the copy and UX to the code, and I judge them by conversion. AI-native: I ship with Claude Code and Codex. Before this, I founded and sold two web design agencies and advised startups in Dubai on acquisition and onboarding.

SELECTED WORK	funnels.es · Founder 2024–present
	Acquisition funnels and conversion design - Design and build webinar, video sales letter and quiz funnels, from conversion-focused copy and UX to implementation. - Built a quiz funnel for a Japan travel agency, with conditional questions and saved progress: booked-call conversion rose from 3% to 11.6%. - Designed Meta ad concepts, a webinar landing page and an editable acquisition-cost (CAC) calculator to model campaign economics.
	Made for Bolt Pharmacy · Independent concept October 2026
	Homepage, quiz funnel and webinar landing page for the AIOS Web Designer application - Redesigned three funnel steps from Bolt’s customer reviews; designed the webinar page around UK rules on advertising prescription medicines. - Went from first look to live pages in two days with Claude Code.
EARLIER	Kyun · Product development Launched Sep 2026
	Japanese-learning web app - Built and launched it in three weeks with Codex (React, TypeScript, Firebase), working with a Japanese teacher who created the content. - Set up staging and production, automated tests, GitHub Actions deployment, Sentry error monitoring and PostHog analytics.
	lander.co · Founder 2021–2023
	Founded and sold a US web design agency.
	DrWeb · Founder 2020
SKILLS	Founded and sold a Spanish web design agency.
	gv.consulting · Entrepreneur in Residence 2016–2019
	Advised digital ventures in Dubai on acquisition and growth.
	TURN8 · Entrepreneur in Residence 2015–2016
	Ran a pre-accelerator in Dubai; advised startups on acquisition, funnels, onboarding and UX.
	Startupfy and Innovacart · Founder 2009–2014
	A startup studio and a QR-commerce startup, my first company.
	Design and build
	Figma, Webflow, HTML, CSS, JavaScript, Tailwind CSS, React, TypeScript.
	Growth
	Conversion rate optimisation, A/B testing, copywriting, quiz, webinar and VSL funnels, Meta ads, PostHog analytics.
	AI
	Claude Code and Codex in daily work. Courses: Anthropic (Claude Code in Action, Introduction to MCP), OpenAI Academy (Agents and Workflows).
	Learning and languages
	Reforge Growth Series and Product Strategy · Spanish (native), English (fluent).