

# Dan Lopez

## AI-native growth | Acquisition funnels & AI-assisted product development

Spain | Remote | Open to employment, contracting and travel

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Agency founder and former entrepreneur in residence combining acquisition strategy, conversion design and AI-assisted development. Build ads, landing pages, webinar funnels and interactive tools around customer problems. Launched a React and TypeScript product in three weeks using Codex. Want to own a growth channel from the first campaign through activation, paid conversion and retention.

### GROWTH EXPERIENCE

#### funnels.es | Founder

Funnel design and development | 2024-present

- Design and build websites, webinar, VSL and quiz funnels, combining user experience, development and conversion-focused copywriting. Hands-on experience with Meta ads.
- Build tailored acquisition journeys for client businesses, including multi-step quizzes with conditional questions and saved progress.
- Use AI to build interactive lead magnets, including calculators and simulations, and turn campaign ideas into working prototypes.

### AI-ASSISTED PRODUCT DELIVERY

#### Kyun | Japanese-learning application

Launched September 2026 | kyun.pro

- Directed the end-to-end build with Codex and launched in three weeks, working with a Japanese teacher responsible for the learning content.
- Delivered a React and TypeScript frontend with a custom FSRS spaced-repetition engine and a Firebase backend through AI-assisted development.
- Set up staging and production, GitHub Actions CI/CD, automated checks, Sentry monitoring and PostHog analytics through the same workflow.

### AGENCY OWNERSHIP & STARTUP ADVISORY

**lander.co - Founder | 2021-2023.** US web design agency, followed by funnel services in Spain. Exited the US agency.

**DrWeb - Founder | 2020.** Founded and exited a Spanish web design agency.

**gv.consulting - Partner | 2017-2019.** Advised digital ventures in Dubai on acquisition and growth.

**TURN8 - Entrepreneur in Residence | 2015-2016.** Managed a pre-accelerator in Dubai; advised startups on acquisition, funnels, onboarding and UX.

**Earlier ventures:** Startupfy, Founder (2011-2014); Innovacart, Founder (2009-2010).

### CAPABILITIES & TOOLS

**Growth:** Meta ads, conversion optimisation, webinar and VSL funnels, quiz funnels, interactive lead magnets, copywriting and A/B testing. **Design:** Figma, Webflow, HTML and CSS.

**AI-assisted delivery:** Codex, Claude Code; React, TypeScript, JavaScript, Firebase, GitHub Actions, Vitest, Testing Library, Sentry and PostHog.

**Development:** Reforge Growth Series and Product Strategy. **Languages:** Spanish (native), English (fluent).