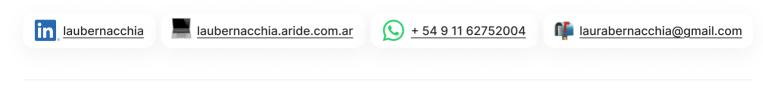
## Hello!

I am Laura, a human-centered designer based in Buenos Aires, Argentina, with over 15 years of experience in building solutions for various industries and platforms worldwide.

I have created effective digital experiences with intuitive, accessible, and visually appealing designs, enabling people to interact with technology in enjoyable and satisfying ways. I am passionate about researching and understanding people's needs and continually seek new ways to improve and expand my skills.

I am enthusiastic about continuing to explore and learn in this exciting and constantly evolving field!



## Work **Experience**

#### **Naitus**

Santiago, CL 🚄 2021 / Today

#### Lead Designer · Product Designer · Consultant

Coordination and collaboration of a multidisciplinary teams all over Chile, developing solutions across various industries. Improved user experience through UX/UI processes, prioritizing usability, accessibility, and best practice methodologies. Focused on creating innovative, differentiated market value propositions and enhancing internal processes with smooth handoffs. Strong client-facing experience.

### My latest Success Story

Duoc UC / Redesign and Implementation of the Design System

I led the creation of the design system from scratch, incorporating tokens and variables in Figma to optimize workflows and improve visual consistency across +100 platforms.

## **Impact**

Design Team Efficiency

- 55% reduction in interface creation time thanks to reusable components and tokens.
- 85% decrease visual inconsistencies across projects. 40% improvement in collaboration between design and
- development teams, enabled by a shared language. Scalability & Maintenance

## Over 30% of Duoc UC's digital products migrated to the

- new design system within the first 6 months.
- Cross-platform implementation: web, mobile, and internal apps unified under a consistent visual logic.

## Accessibility

- 100% compliance with WCAG AA for critical components. Adoption & Governance
- 40+ designers and developers actively using the system within the first few weeks.

#### Onboarding Speed

• 30% reduction in onboarding time for new designers, thanks to clear documentation and well-defined Figma components.

## **Aride**

Worlwide 🍪 2018 / Today

## Co-Founder · Designer · Consultant

Collaboration with diverse teams around the world, participating in projects across various fields and scales, from conceptualization to implementation. Extensive experience in accessibility. Consistently staying at the forefront of the latest trends (AI, MR, AR, VR).

#### **TISA Software** Buenos Aires, ARG 🖾

Houston, USA 📁 2002 / 2017

#### Lead UI/UX Designer Online and offline design management for the company

(ARG/USA). Extensive experience in client and partner relations, conducting user interviews to analyze and identify needs, executing usability tests, defining and prioritizing functionalities, creating wireframes, design systems and great prototypes. Proficient in working with Agile frameworks and Scrum

methodology. Expertise in User-Centered Design, Design Thinking and Lean UX.

## **Education**

Remote

Google / Coursera

**UX Designer** 

2021

**UTN - Universidad** Tecnológica Nacional Argentina

2008 / 2009

Web Design

**Graphic Designer UAI - Universidad** Abierta Interamericana Argentina

2004 / 2007

## Some of my certifications

#### **UX Management** Interaction Design Foundation / 2024

Agile Methods for UX Design

### Interaction Design Foundation / 2024 **Emotional Design** — How to Make

Interaction Design Foundation / 2024

#### Al for Designers Interaction Design Foundation / 2024

**Products People Will Love** 

**UX Design for AR (Augmented Reality)** 

#### **Prototyping for VR (Virtual Reality)** Interaction Design Foundation / 2023

Interaction Design Foundation / 2024

Interaction Design Foundation / 2023

**Photoshop** 

**Accessibility: How to Design for All** 

# Harvard edX / 2023

Leadership

**Accessibility and Inclusive Design** 

## Design for a better world with Don

Interaction Design Foundation - 2024

University of Illinois / 2022

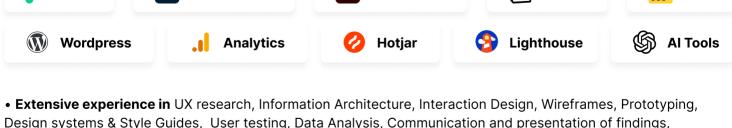
Design for sustainability and circular economy. Measurement and data communication Human-centered design to solve complex sociotechnical problems. Incrementalism and incremental modular design to overcome the challenges of large complex projects. Overcome human resistance to change and mobilize people to act towards a common goal. Future-oriented technologies. Influence designers possess in leadership roles. **Design Thinking Innovation** 

**Notion** 

Udemy / 2022

# **Tools & Skills**

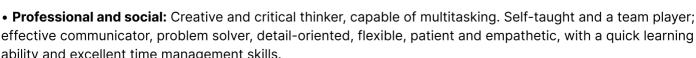
**Figma** 



- Methodology improvements, Accessibility, HCI. • Professional and social: Creative and critical thinker, capable of multitasking. Self-taught and a team player;
- ability and excellent time management skills. **Hobbies &**







Illustrator



Miro

Design systems & Style Guides, User testing, Data Analysis, Communication and presentation of findings,

**Interests** 



experiences that not only enrich the product, but also the business.











What motivates me about a job I am interested in working in collaborative teams that are constantly evolving, that seek to improve processes, nourish my experience and perfect my work. It is important for me to be part of organizations that encourage feedback, empathy with the user, to create

Click to add me! Linked in