

Laura Bernacchia

Lead UI/UX Designer

Product Designer

Consultant

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!

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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

Worldwide 🌐

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


UX Designer Google / Coursera Remote 2021	Web Design UTN - Universidad Tecnológica Nacional Argentina 2008 / 2009	Graphic Designer UAI - Universidad Abierta Interamericana Argentina 2004 / 2007
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Some of my certifications


UX Management Interaction Design Foundation / 2024	Leadership Harvard edX / 2023
Agile Methods for UX Design Interaction Design Foundation / 2024	Accessibility and Inclusive Design University of Illinois / 2022
Emotional Design — How to Make Products People Will Love Interaction Design Foundation / 2024	Design for a better world with Don Norman Interaction Design Foundation - 2024 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.
AI for Designers Interaction Design Foundation / 2024	
UX Design for AR (Augmented Reality) Interaction Design Foundation / 2024	
Prototyping for VR (Virtual Reality) Interaction Design Foundation / 2023	
Accessibility: How to Design for All Interaction Design Foundation / 2023	Design Thinking Innovation Udemy / 2022


Tools & Skills


 **Figma**


 **Photoshop**


 **Illustrator**


 **Notion**


 **Miro**

 **Wordpress**

 **Analytics**

 **Hotjar**


 **Lighthouse**


 **AI Tools**


• **Extensive experience in** UX research, Information Architecture, Interaction Design, Wireframes, Prototyping, Design systems & Style Guides, User testing, Data Analysis, Communication and presentation of findings, Methodology improvements, Accessibility, HCI.


• **Professional and social:** Creative and critical thinker, capable of multitasking. Self-taught and a team player; effective communicator, problem solver, detail-oriented, flexible, patient and empathetic, with a quick learning ability and excellent time management skills.


Hobbies & Interests


 Read

 Yoga

 Fileteado

 Travel


 Games

 Music

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

Click to add me!



Let's do something interesting! Why don't we work together?

[Send me a message](#) 