

# LAURA C LEDESNA

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I'm a Senior Product Designer with expertise in AI-powered research and product strategy. I build experiences and systems that are scalable, helping teams move from insight to action faster. I integrate generative AI into the design process to automate research, orchestrate insights, and enable smarter product decisions. I thrive at the intersection of design, data, and technology.

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## Core Competencies

- Research Automation
  - UX Testing and Strategy
  - Research Ops (AI-powered)
  - Web accessibility
  - Information architecture
  - Zero-UI Design
  - Scalable Design Systems
  - Data-Informed Design
  - Product Strategy
  - AI Integrations
  - Stakeholder Management
  - Cross Functional Collaboration
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## Professional Experience

### Senior Product Designer | Freelance

April 2024 - Present

- **Created** NUVUN (MVP), an AI-powered, Zero UI research assistant, **by designing workflows that anticipate user needs, connect insights across projects, and orchestrate tools such as Slack, Notion, and Google Meet.**
- **Designed** the visual and digital identity for Justin Sánchez's campaign, **developing branding and communication assets that supported his successful election as City Council Member in the Bronx (Democratic Party).**
- **Explored** AI-assisted design workflows using Figma and Cursor, **building modular components, tokens, and conditional logic patterns to advance scalable design systems as part of personal R&D.**

### Senior UX Designer | Endava

March 2021 - June 2023

- **Identified areas of improvement through data analysis and user feedback,** prioritizing experiments and implementing process improvements within two months **obtaining a 20% increase in efficiency improvement measured by (KPIs) such as task completion time and user satisfaction scores.**
- **Led user-centered design initiatives** to improve interfaces and implement new features, **reducing abandonment rate by 12% within six months.**
- Informed design decisions by balancing user needs and business objectives. **Balanced trade-offs with development and implementation constraints.**
- **Developed digital solutions to streamline workflows** and improve care outcomes **achieving a 15% decrease in bugs and errors, within six months.**
- **Applied user-centered design principles** to improve user experience by **prioritizing usability and accessibility, achieving a 15% increase in user satisfaction rates within one year.**
- Consulted on UX projects and conducted in-depth research, defined all aspects of work management and documentation (SOW, Gantt Chart, WBS, RACI chart) and helped manage the design budget to meet financial objectives.

## Senior UX Designer | Colombian Ministry of National Education

March 2019 - May 2021

- Used Work Breakdown Structure (WBS) and Product Requirements Document (PRD) methods to effectively plan and document project phases within the specified timeframe; achieved quick progress that maintained high quality standards.
- **Led a design team** of three designers in **developing digital products for the platform that resulted in a 40% increase in user engagement and a 35% improvement in customer satisfaction** ratings within eight months.
- **Drove user-centered design processes** through in-depth user studies, usability testing, and iterative prototyping which **resulted in a 30% reduction in user errors and a 40% increased in-task completion rates**.
- **Applied Design Thinking principles** to empathize with users, defined problem statements and devised creative solutions **resulting in a 15% reduction in product development time**.

## UX Designer | Ministry of Technology & Communications

March 2018 - January 2019

- **Led UI redesign for an educational program**, where I enhanced platform accessibility and usability which increased adoption among students and educators nationwide. **This resulted in 12% higher user engagement and 20% improved satisfaction**.
- **Developed a design system** for program's digital assets, **reducing inconsistencies by 10% and increasing design efficiency by 20%**. This contributed to faster development cycles and improved user experiences for over 500,000 participants.
- **Designed interactive dashboards and data visualization tools** for program metrics, **which led to 35% more data accessibility and 20% better decision-making processes**; empowered administrators to optimize program outcomes.

## UI Designer | Department of Culture, Recreation & Sports

January 2016 - December 2017

- Developed a cohesive visual identity for "Habitando: Cultura en Comunidad," reinforcing the program's presence through a consistent logo, color palette, and typography that strengthened community recognition and connection.
- Developed visual presentations and compelling content for "Habitando: Cultura en Comunidad" which resulted in a 10% increase in search conversion rate. Effectively conveyed the program's achievements and results which inspired citizens to actively participate in the program's cultural initiatives.
- **Designed user-friendly interfaces** for the platform "Habitando:Cultura en Comunidad"; **increased user participation by 15%**. Intuitive navigation and clear call-to-action buttons were incorporated which improved the overall user experience.

## Education

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Jorge Tadeo Lozano University  
Bachelor of Cultural Resource Management and Policy Analysis (2018)  
Bachelor of Graphic Design (2014)

## Certifications & Training

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Google Project Management: Professional Certificate | Coursera | 2024  
Design Management | 2016 | Jorge Tadeo Lozano University

## Languages

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Spanish (first language), English (full professional proficiency)