

Laura Sandoval

Digital Product Designer & Engineer from Santiago, Chile

Visit me at
<https://lau.work>

Currently in
Santiago, Chile

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Last Updated
March 2022

Traditional Employment



Cornershop by Uber

2022 **Lead of Customers Product Design**

Since December 2020

- Hired and managed a team of 7 designers and worked closely with engineering and PM teams to deliver new features and continuously improve Cornershop's customer facing iOS, Android, and Web products.
- Presented at multiple All Hands and general Product meetings, introducing upcoming features and promoting the value of accessible software.

2020 **Product Designer & Frontend Engineer**

March 2020 — November 2020

- Designed and implemented a complete redesign of Cornershop's then desktop-only web app. Made it responsive, replaced old, Javascript powered UI libraries with proprietary CSS, and significantly improved accessibility for both screen readers and keyboard users.
- Led the design implementation of Uber Grocery, Uber's grocery service provided by Cornershop. Collaborated with design, engineering, and PM teams from both Uber and Cornershop.

UI Developer

October 2019 — February 2020

- Designed and implemented multiple web-based products for Cornershop, including a new referrals landing page, SEO-focused catalog pages, among others.
- Designed, implemented, and presented the front-facing side of a new internal tool to standardize modular email templates that won Cornershop's internal engineering hackathon.



Kappo Bike

2019 **Designer & Engineer**

February 2019 — September 2019

- In two weeks, redesigned and implemented a new landing page for Kappo's "Cool Place to Bike" competition, which represented the main source of income for the company.
- Visually redesigned the Kappo brand and laid the groundwork for future implementations with assets like brand manuals, internal websites, brand videos, and more.

Education



Bachelor of Arts, Design

Pontificia Universidad Católica de Chile

2016 — 2020

Personal Projects



Balance

<https://lau.work/balance/app>

Balance is Chile's top-rated app for managing transit cards.

This project was not commissioned by, and it's not directly related to any of Chile's official transit authorities.

Santiago Transit Map 2019

<https://lau.work/santiago-transit-map/2019>

Unofficial transit map for Santiago de Chile. This map was featured in the 2019 Iberoamerican Design Biennale in Madrid, Spain.

This project was not commissioned by, and it's not directly related to any of Chile's official transit authorities.

Freelance stuff, if you're interested

2019 Chilean Ministry of Health & PUC's Public Innovation Lab

Graphic Designer

July 2019 — August 2019

Designed a cohesive printable system to help reduce waiting time perception by giving citizens access to simplified information about their status within the "waiting lists" bureaucracy of public hospitals in Chile.

Commissioned by the Chilean Ministry of Health.

2018 Guemil, Icons for Emergency

Designer & Engineer

August 2018 — December 2018

Designed and implemented multiple internal tools and APIs to automate icon testing and visualization for "Guemil, Icons for Emergency". Demo available upon request.

Chilean Ministry of Transport & PUC's Department of Typographic Studies

Assistant Designer

January 2018 — April 2018

Assisted in the design of a new graphic identity for Santiago de Chile's public transit system.

Commissioned by the Chilean Ministry of Transport.

2017 Bicivilize

Designer & Engineer

August 2017 — December 2017

Graphic and editorial design for local and international agencies (CAF, GIZ, Colombian Ministry of Transport, among others) promoting sustainable mobility.

Youth For Public Transport (Y4PT)

Volunteer Designer

May 2017 — May 2018

Branding and graphic design for Y4PT's 2nd Chilean National Transport Hackathon.