# Ana Laudado

I'm a Product Designer with a strong UI background, in love with Design Systems. My goal is to build digital products that impact people in a positive way. Originally from Ushuaia 🇦🇷 currently based in Copenhagen 🇩🇰

**2022**

+45 50 23 70 37
anitalaudado@gmail.com
anitalaudado.com

## Experience

### Airtame | Product Designer & Design System Lead

2020 - Present

As part of the Cloud team (Airtame's web based application to manage devices and control screens), I work closely with the PM and developers to make sure we're solving the right problems, while adding value for our users and taking care of the business goals.
Since 2021, I've been also leading the Airtame UI project (our design system), improving the collaboration between designers and developers. We're delivering faster and better than ever!

### South Studio | Product Designer & Co-founder

2013 - Present

I teamed up with a Front-end developer (that happens to be my husband!) and we started South Studio, a small freelance agency. We did a lot of websites, branding projects, illustrations and small apps. Now we use it as a home for our personal projects, a place to be creative and have fun!

### 25Watts Digital Intelligence | UX/UI Designer

2019 - 2020

25Watts is a well known digital agency from Argentina. I was developing flows, wireframes and high fidelity prototypes for websites and apps. My favorite project and when my love for design system was unlocked: the design system for Córdoba Province Government.

### AvilaSoto Design Group | UI & Graphic Designer

2017 - 2019

Awarded creative agency from Argentina, where I learned how to work in a fast paced environment and did a little bit of everything: from websites and marketing campaigns, to branding, editorial and illustrations (I did some infographics for Greenpeace!).

### Liricus SRL | UI & Graphic Designer

2013 - 2015

Liricus is a software factory from Córdoba, Argentina. I started an internship there while I was finishing University, and then got a job offer. I was the first and only designer in a room full of engineers, where I learned how to design websites, apps and even some games!

## Education

**Graphic Design Bachelor's Degree**
Universidad Empresarial Siglo 21
Argentina, 2012

**Graphic Design University Degree**
Universidad Empresarial Siglo 21
Argentina, 2015

**UI/UX Design Specialization**
California Institute of the Arts
Online, 2018

## Skills

User research
User testing
Visual Design
Interaction Design
Business understanding
Information Architecture
Wireframing
Prototyping
Design Systems
Project management
Illustration & iconography

## Languages

**Spanish** | Mother tongue
**English** | Fluent

## Interests

Food & cooking
Live Music & festivals
Drawing
Tattoos
Animals & environment