

• PORTFOLIO •

Hello, I am



and I design

• 2023 •



- Design
- UX/UI
- Draftswoman

## Laura Ruiz de Frutos

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Madrid, Spain



### Other Skills

Prototyping	Video edition
Programming HTML+CSS	Storytelling
Programming java y xml	Infographics
Motion Graphics	3D Modeling

### Languages

Spanish - Native  
English - B2

### Education

- 2022-2023 ● **Masters Degree in UX/UI App Design**  
ESDesign. Escuela de diseño de Barcelona
- 2017-2023 ● **Degree in Design and Digital Creation**  
Universitat Oberta de Catalunya
- 2014-2016 ● **Professional Studies in Building Projects**  
I.E.S. Alarnés, Getafe, Madrid
- 2012-2014 ● **Degree in Building and Construction** (over 50%)  
Universidad Politécnica de Madrid

### Work experience

- 2018-2022 ● **Draftswoman in AR2V ingeniería**  
Preparation of execution drawings for the construction of bridges.  
International projection.

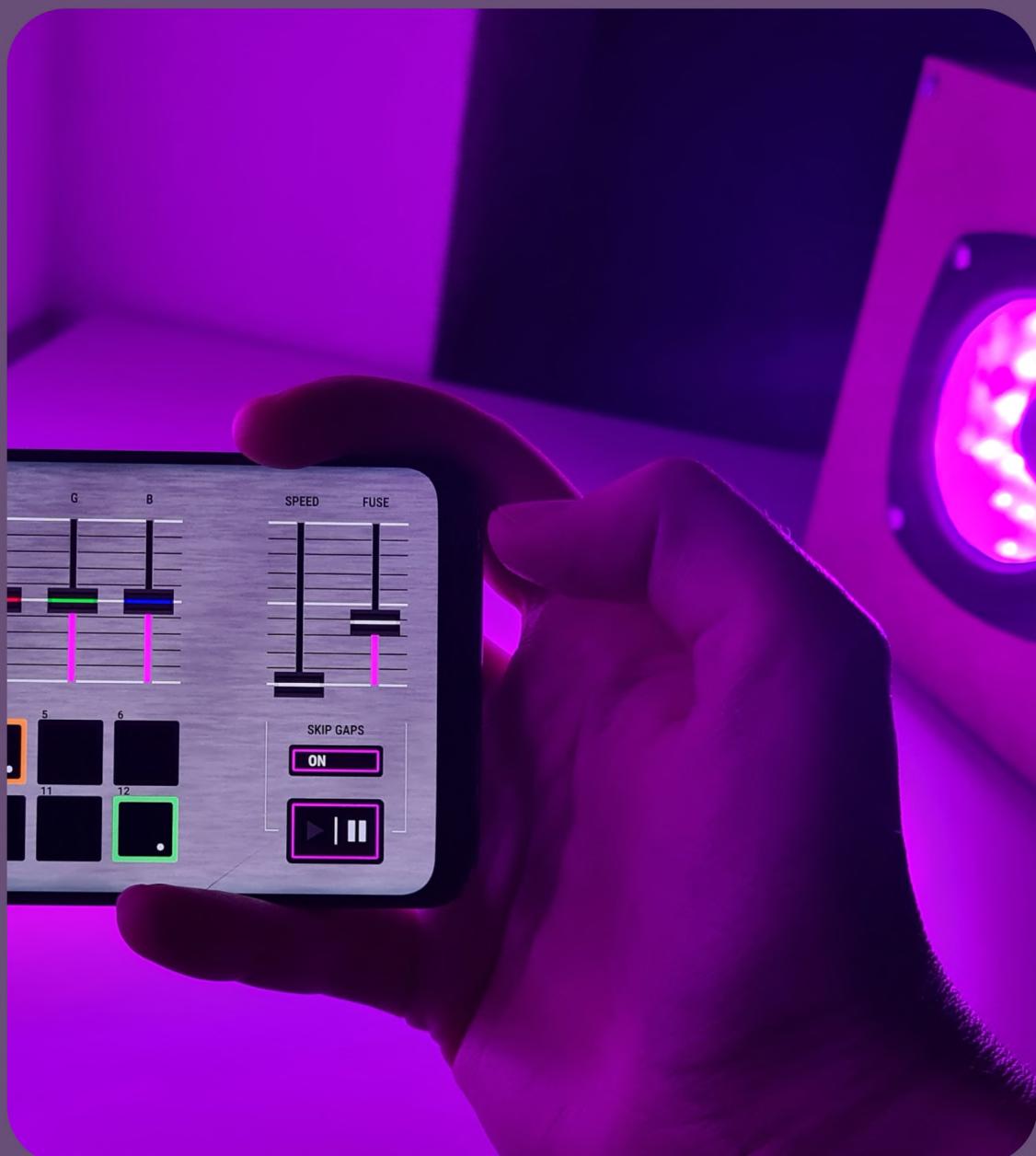
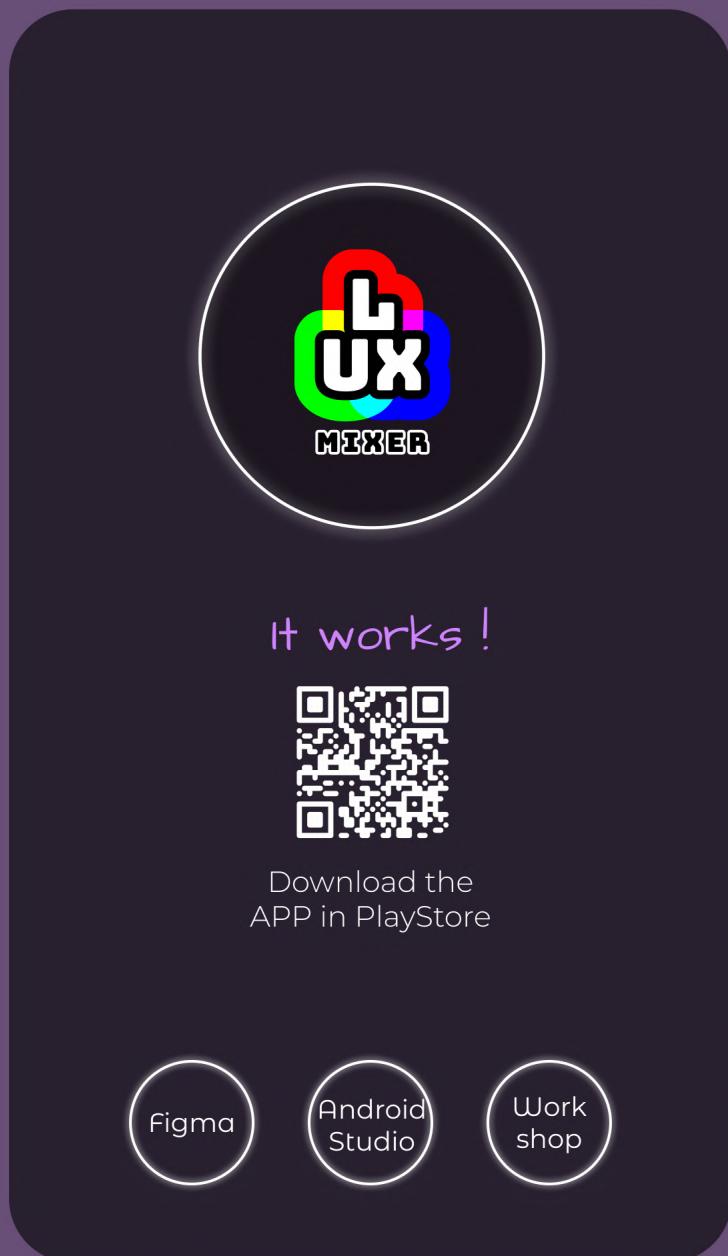
*After focusing my academic and professional career on engineering, my artistic and creative instincts made me change course. I love challenges, music and traveling. I also design my own furniture!*

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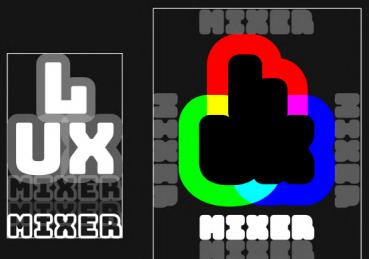
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- 4 . LUX Mixer
- 9 . LineLab
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- 20 . OASIS
- 23 . WELEDA Redesign



Pedro Sánchez Bas  
made the electronics



BUNGEE  
REGULAR  
  
ROBOTO  
  
ROBOTO  
CONDENSED

## LUX

Means light in latín  
3 letters = 3 colors (RGB)

## MIXER

Sounds similar as "remix", same syllables



*Interior lighting multimedia device*

The entire design is based on a **METAPHOR** in which sound is light. Its purpose is to amuse and entertain the user

**but what is it??**

The artifact is a set of three elements:

1. **speaker**. RGB led lamp, looks like a speaker
2. **pedal**. physical regulator of the color produced by the lamp
3. **mixing table**. digital regulator, it is a mobile app

**how to make a LUX Mixer**

► Original **Idea**

Hypothesis + Objectives

Naming + Branding

Architecture + Wireframes

**Programming** with Android Studio

**MVP** - minimum viable product

Heuristics and testing with Users

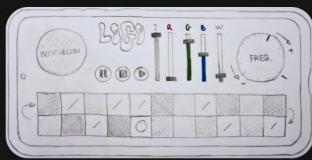
Redesign according to tests

Product Design + Construction

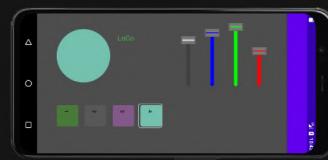
Google Play Console ([Play Store](#))

## how I designed the app

Original idea sketching



APPmini first partial objective with minimal functionalities

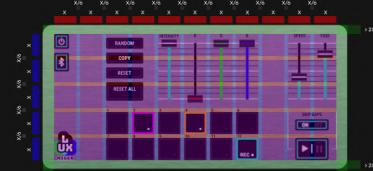


MVP the application ready to test users

### Functional App



GRID adaptable to any mobile screen



The biggest challenge



Android Studio

.xml  
java

Programming with Android Studio.  
I don't mean to be a programmer, but I love challenges. This knowledge facilitates my relationship with my fellow programmers by better understanding how they build code.

REDESIGN. I improve the design from the tests



pedal



Sketch



Ergonomics



Playing with color theory



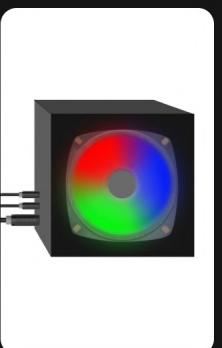
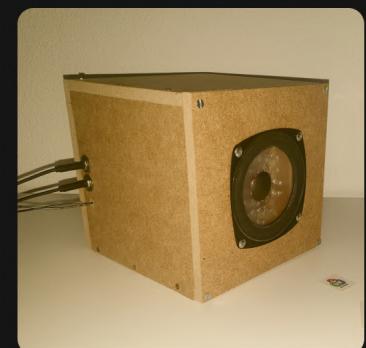
Mockup

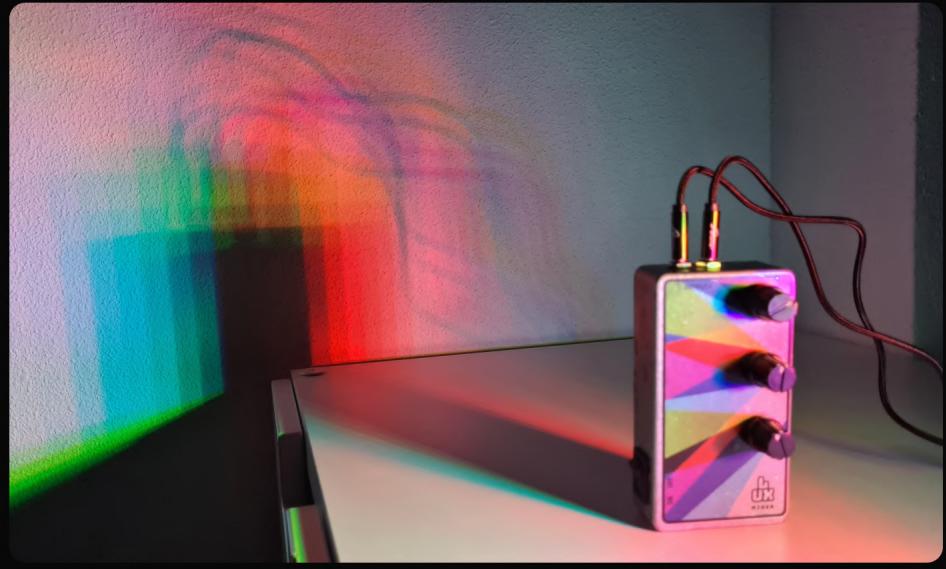
Functional physical  
regulatorThe concept of the sticker inspires  
a redesign for the SpeakerProduct Design  
step by step

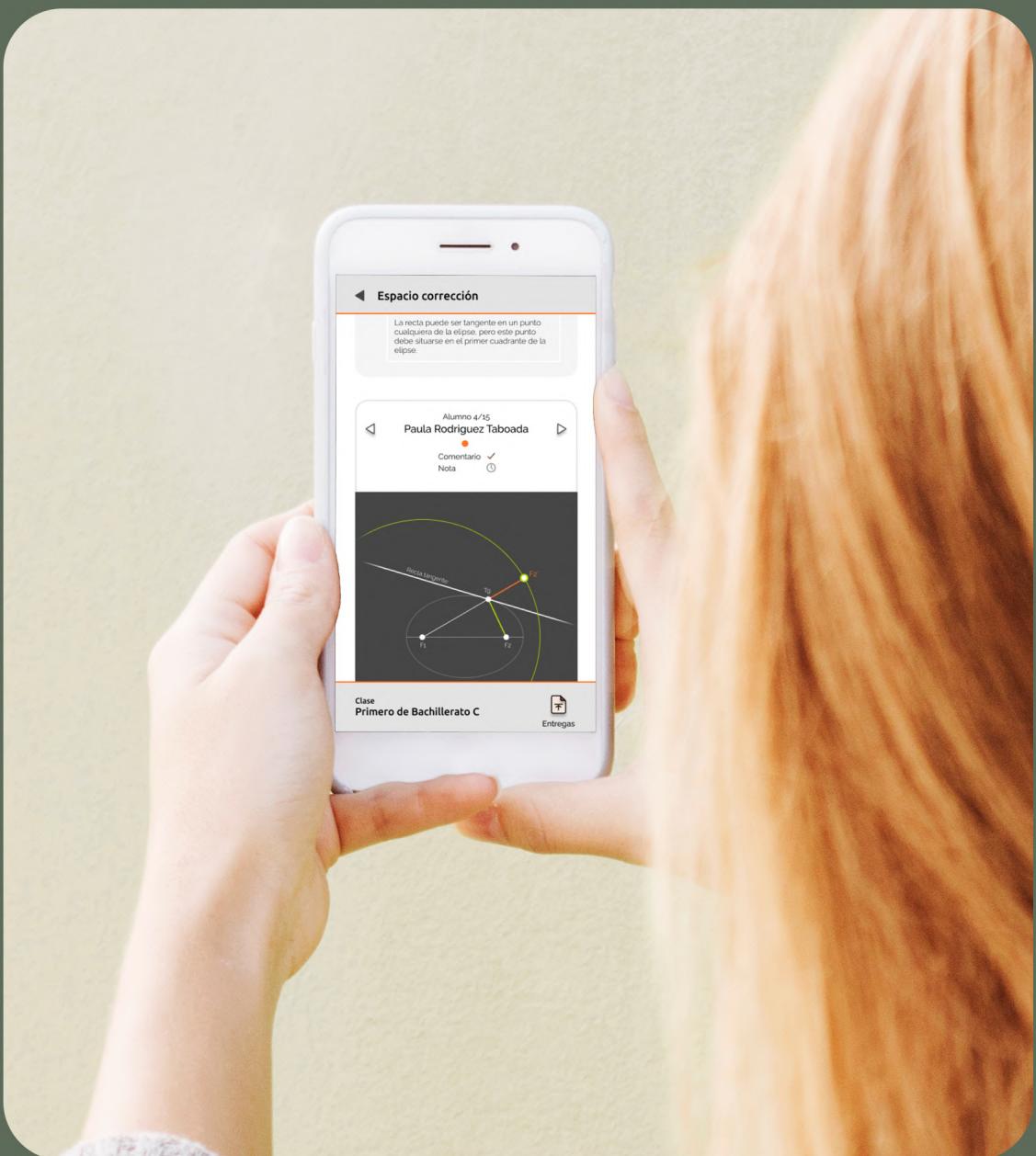
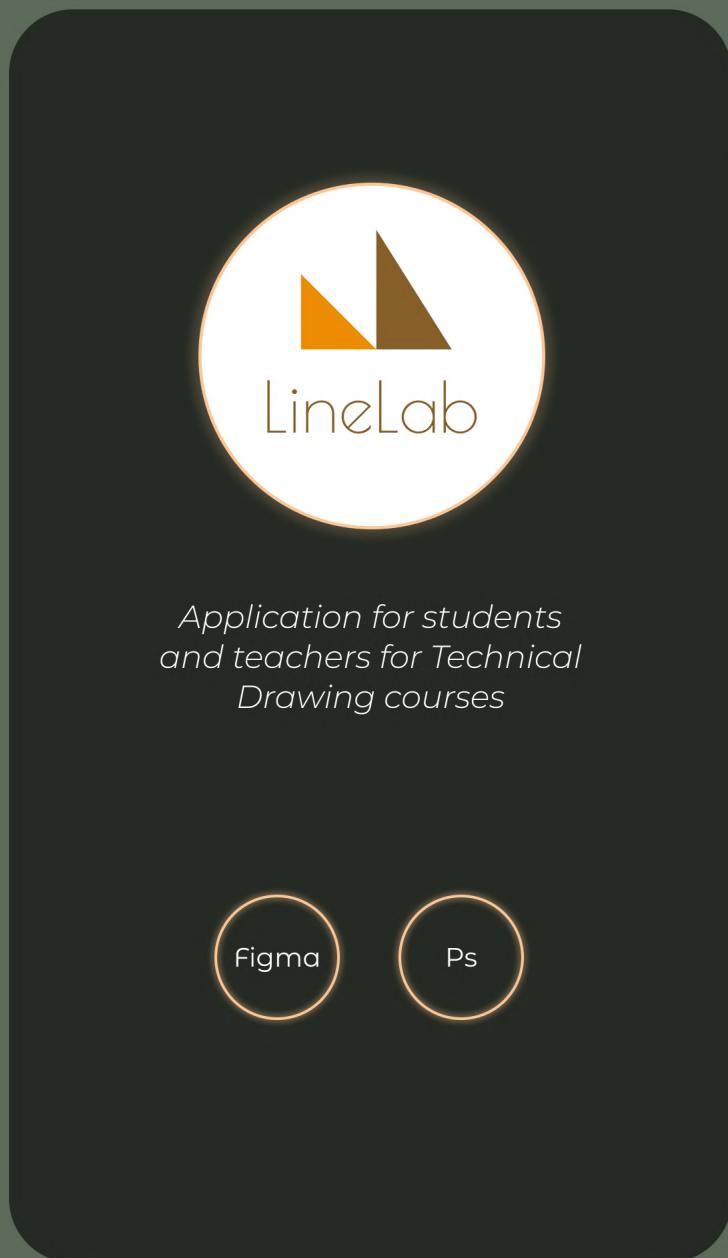
speaker



Sketch

First design  
flat colorIteration. Redesign  
R, G y B are controlled separatelyConstruction using recycled  
materialFunctional  
RGB led lamp





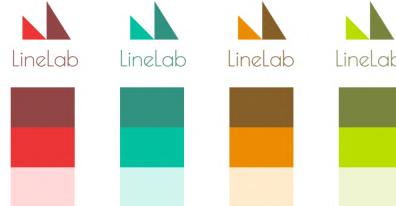


icon

square and bevel

naming

Line + Laboratory



Ubuntu  
Raleway

I have designed an application for teachers and students in order to **facilitate** the process of **teaching and learning** the subject of technical drawing.

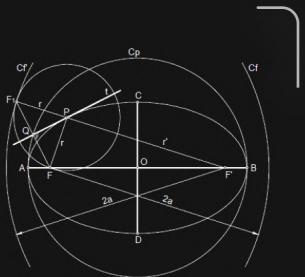
Verbalization in technical drawing is complicated and therefore I think **communication** should be graphic. It is for this reason that I believe that the optimal way to transmit this knowledge is by creating **digital** interfaces.

how to make an  
educational app

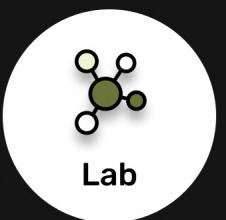
- Original idea
- Complete **UX**
- Objectives + Target
- Surveys + Interviews
- Empathy Map
- User journey
- Architecture + Wireframes
- Naming + Branding
- Final **UI**
- Prototype**

# The biggest challenge

How to make it simple for the user?  
The subject is complex, there is not much accessible content on the internet, the explanations are long and technical



**capsules**  
minimum units  
of knowledge



**interactivity: Lab**

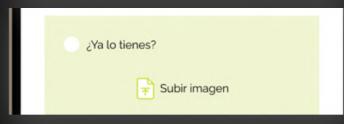
in explanations, exercises and in a free space to play and learn



**submit tasks and make corrections**

fast and easy

*theory capsules replace traditional longer texts*



*UX Writing. Friendly and funny language*



*4 steps to complete a Submit (student)*



*4 steps to reach the Correction Space (teacher)*



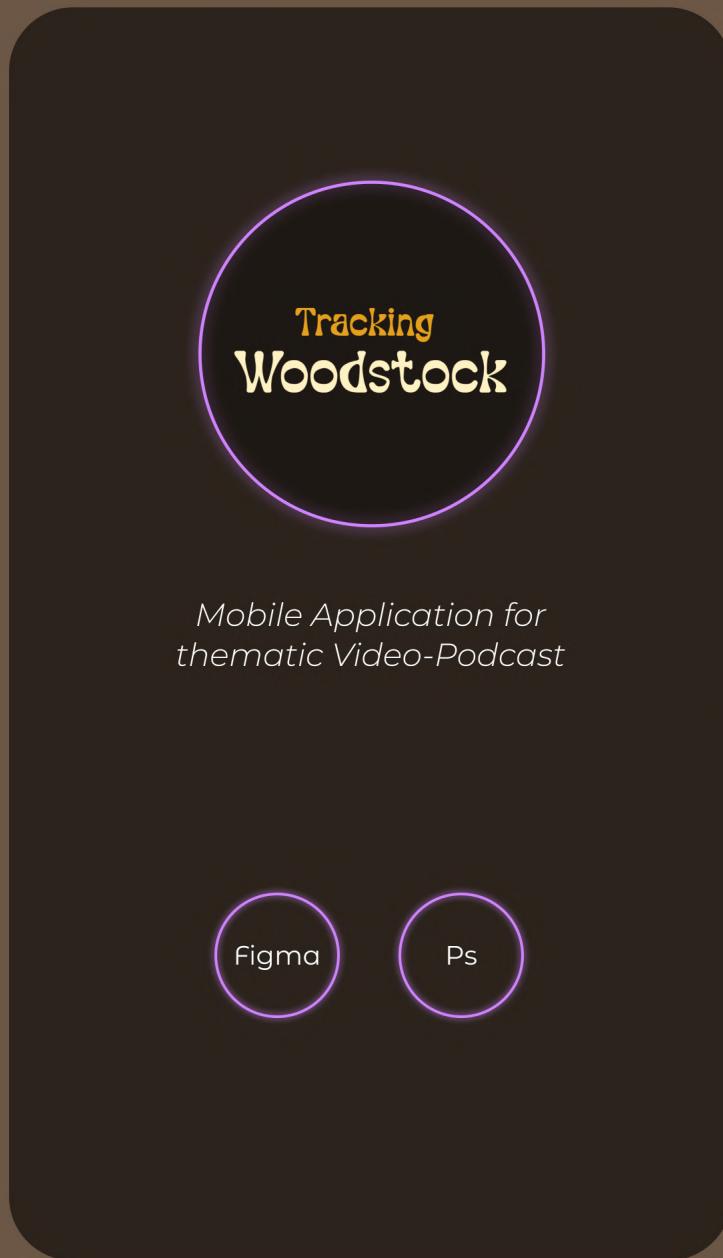
**PERFIL de DOCENTE**  
Docente.Clae.07.1  
Espacio corregido

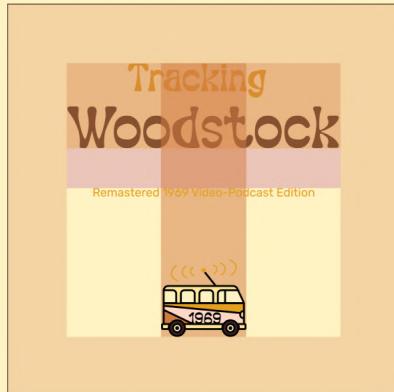
**Ejercicio de corrección**

**Ejercicio**

**Alumno a dg**

**Click o swipe para Alumno siguiente**





## TRACKING WOODSTOCK



For the development of this (simulated) application the audio and video recordings of the original 1969 festival have been **remastered**. The application offers a **free experience** (Free Access) in which you can enjoy the concerts on Radio chronologically and on real time. Of course you can pause and resume at any other time.

In addition, the experience can be improved by purchasing a **VIP Pass** that allows access to advanced features, for example, activating comments. Historians and musicologists complement the concerts with technical explanations about the artists, the music, as well as anecdotes and other interesting stories.

## Moodboard



### how to make a good UI

- ▼ Original **idea**
- Hypothesis
- Goals
- Naming
- Branding
- Architecture
- Wireframes
- System Design**
- Prototype



# Design System

## FONTS

FUNKORAMA 40pt

FUNKORAMA 30pt

FUNKORAMA 25pt

FUNKORAMA 18pt

FUNKORAMA 16pt

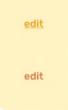
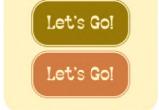
RUBIK SEMIBOLD 16  
RUBIK MEDIUM 14  
RUBIK REGULAR 14  
RUBIK BOLD 14  
RUBIK REGULAR 12  
RUBIK LIGHT 12  
RUBIK LIGHT 10  
RUBIK MEDIUM 10

## BUTTONS

DEFAULT



ON CLICK



## INPUTS

### DEFAULT

nickname  
write a fab name here

e-mail  
NOT for spam, we promise

password  
be creative, 8 characters at least

DNI/NIF  
a count is for one person only, sorry

### ACTIONS

nickname  
co

e-mail  
verycoolvibes not valid

password  
8 characters or more

DNI/NIF  
00123456

## ICONS

PARA PERFIL PERSONAL Stroke: 1px - Outside #000000



DE DECORACIÓN Stroke: 1px - Outside #000000



## BACKGROUND

### LIGHT MODE

Paper texture +  
#FFF2C3



### DARK MODE

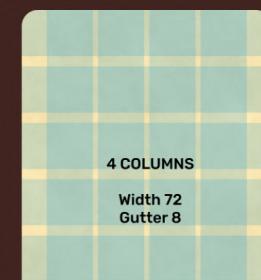
Paper texture +  
#42241F



## LAYOUT

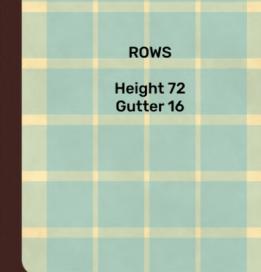
### 4 COLUMNS

Width 72  
Gutter 8



### ROWS

Height 72  
Gutter 16





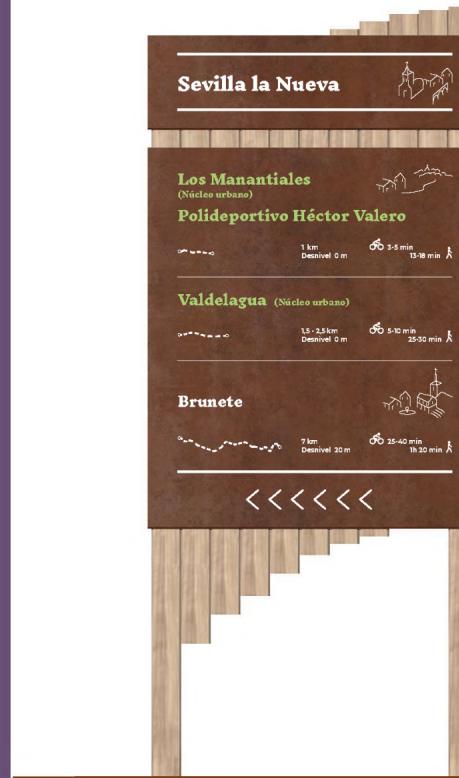
Señalética en  
**Sevilla la Nueva**

*System of signs that  
 improve the experience*

Ps

Id

## GRUPO IV

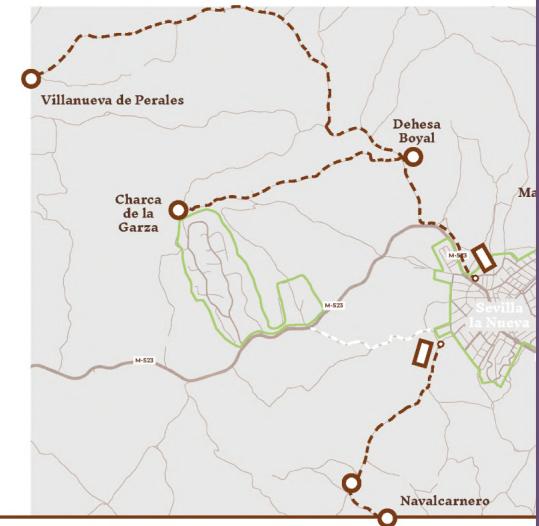


Se sitúan los límites  
 del pueblo.

Funciones:

- Identificativa de situación: Llegada al pueblo.
- Direccionales: rutas que conducen hasta otros pueblos y puntos de interés.

Tres tipos.





Design of a group of signs with the aim of improving the environment and the lives of users, together and in a sustainable way



## Inknut Antiqua Montserrat Bold

goals achieved



Connect nearby towns



Approaching the rural environment

1,5 - 2,5 km  
Desnivel 0 m

5-10 min  
25-30 min



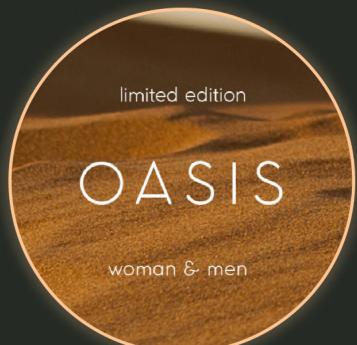
Promote the use of municipal facilities

## cómo mejorar SLN

- Original idea
- Hypothesis + Objectives
- Study of the environment and the typical User and their habits
- Routes design
- Materials, Illustrations and graphic identity
- 3D modeling** in Revit
- Photomontages



## OASIS



*"Storytelling and luxury.  
The packaging that thrills"*

Disclaimer: This is not a sustainable product

Ps

Id

limited edition

## OASIS



EXPERIENCE THE DESERT

Ignacio Rico Pizarro  
made the modeling of the bottles

Packaging

Colaborative with IRP

Storytelling

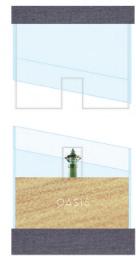
1 day.2022

# OASIS



SHOCKING UNBOXING

~~~~~



The user finds his perfume  
buried in desert sand

## STORY

- ◊ In a distant, exotic and mysterious place you find a treasure

## ARABIA

- ◊ It is characterized by its hot climate and its immense deserts.

## JEWEL

- ◊ In the desert, the most precious jewels are vegetation and water

## METAPHOR

- ◊ This metaphor is used as a concept: OASIS

## EMOTION

- ◊ Life, salvation, surprise, admiration, refreshing, longed for

## EXCLUSIVE

- ◊ The packaging is a display case, as if it were a jewel

## how to thrill

- Original ideas
- Hypothesis + Objectives
- Primary packaging: **feminine and masculine** bottle design
- Secondary packaging
- Shocking **Unboxing**
- Packing plans
- Mockup Creation
- Advertising** posters

# OASIS



Packaging



Colaborative with IRP



Storytelling



1 day.2022

WELEDA



"Innovation for sustainability"  
Packaging redesign for two  
cosmetic products

Ps

Id



Packaging



Individual



Sustainable redesign



2 Weeks.2022

## WELEDA



redesign  
ok

Recycled glass

Recycled plastic lid

Unbleached Recycled Paper Label

Organic ink printing

Recycled cardboard box



redesign  
not ok

Glass is heavy, higher fuel consumption

It might be necessary to put an intermediate plastic cap, to ensure the integrity of the cosmetic

Eco-friendly inks can be very expensive

Recycled cardboard can lose its resistant capacity, it requires tests, which makes production more expensive



redesign  
ok

The dispenser helps to control the amount of product, reducing waste

unbleached recycled paper label. Minimalist design with 2 (ecological) inks per label

Biodegradable Wheat Straw Container. The cylinder minimizes the surface/volume ratio, reducing the raw material for packaging

It is reusable, the bottle can be refilled



redesign  
not ok

The dispenser is more difficult to make with recycled or biodegradable plastic, but above all, it cannot be recycled

These products are often exposed to bathroom humidity, the organic ink could be erased

Recycled plastic might need an interior primer, to preserve the integrity of the cosmetic product



Packaging



Individual



Sustainable redesign



2 Weeks.2022



THANK YOU

¿Wanna talk?

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