

Lara Ismael

Design - Software - Product Development

I'm committed to driving positive change through a user-centric approach, blending creativity and thorough research. As a Latina with diverse experiences across multiple fields, I've found that my innate creative vision and innovative mindset enable me to seamlessly navigate design, software engineering, and product development. This allows me to create products that are not only stunning and innovative, but also practical and inclusive.

CONTACT

Email
laraismael@icloud.com

Website
laraismael.com

Phone
+1-510-910-0760

Location
Santa Cruz, CA

GitHub
@laralsmael

Linkedin
in/lara-Ismael

Medium
@laralsmael

SKILLS & ABILITIES

DESIGN

UX Strategy
UX Research & Analysis
UX/UI Design
Usability Testing

TOOLS

Adobe Creative Suite
Figma
Sketch
Visual Studio Code
Cloudflare

PROGRAMMING

HTML CSS JavaScript
TypeScript
React
Web development
Android
Kotlin
Java
Git
Storybook
API's

OTHER SKILLS & EXPERIENCES

Business Strategy
Problem Solving
Teamwork
Marketing and PR
Creative Thinking

EDUCATION

Advance Software Engineer
Hack Reactor 2018

Jewelry Design
California College Of Arts 2012

BA Fashion Design
UNIJP 2010

Nido Interactive - UX Design and Project Management

March 2020 - Present

- Work hand-in-hand with clients, navigating the intricacies of the design process by seamlessly conceptualizing and scoping projects to alleviate any potential pain points.
- Conduct comprehensive competitive analysis and user research, distill findings, and translate them into user flows, information architecture, website maps, and low-fidelity wireframes.
- Conceptualized and designed eye-catching, creative, functional, and accessible products, such as websites, mobile applications, VR and AR applications, motion tracking installations, and interactive video mapping installations
- Conducted several methods of UX research, as well as created wireframes, mockups, and prototypes, and performed user acceptance and usability testing.
- Developed outlines, goals, deliverables, and managed required resources, budget, and comprehensive timelines.
- Optimized and streamlined team efforts to improve project results, including post-project analyses, evaluating client satisfaction, and identifying growth opportunities for the company

Google - Software Engineer

January 2020 - December 2023

https://wallet.google/

- Developed with Kotlin and Java to create user-friendly interfaces for Google Wallet, ensuring seamless transactions and enhancing user experience.
- I focused on clean, elegant and simple code to deliver readable and fast mobile functionality with care to develop DRY and reusable code.
- Prioritized and implemented code focusing on A11y using W3c for guidelines
- Optimized Google Wallet, with supported user experience research and AB testing, leading to an increase of 30% in customer usage and decrease of 25% in user complaints, ultimately improving customer loyalty.

Looker - Software Engineer

November 2019 - December 2020

https://looker-open-source.github.io/components/latest/?path=/docs/home--docs

- Developed a suite of reusable TypeScript & React components for over 500 Looker developers, a development framework that significantly reduces the effort and complexity of building applications and tools, delivering a cohesive layout for final users, enhancing user experience.
- Enhanced the digital experience by implementing UX accessibility guidelines like A11Y, WCAG, etc., ensuring inclusivity and accessibility across all developed components.
- Collaborated with cross-functional teams to drive efficiencies in developing and integrating complex React components, with a focus on enhancing overall application functionality and user satisfaction.

Lara Ismael Jewelry - Design | Production | Management | Sales

March 2014 - Present

laraismae.com/jewelry

- Design and produce unique jewelry - Manager business production, marketing and sales
- Designed and handcrafted a distinctive jewelry line with meticulous attention to quality and details, incorporating recycled materials to produce sustainable products.
- Crafted a marketing strategy to boost brand awareness, nurture customer loyalty, and encourage repeat purchases..
- Manage all aspects of business operations, from start to finish, ensuring smooth production, sales, and the successful expansion into five new retail locations, increasing brand visibility and market presence.