



LAURA LARROSA ASCANIO  
**UX/UI DESIGNER +**  
Industrial Design Engineer

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## ABOUT ME

UX/UI Designer with a background in Industrial Design Engineering and Graphic design with 5 years of experience. I like to use empathy, curiosity, and design to create simple and effective solutions to complex problems.



## SKILLS & TOOLS

### SKILLS

- Visual Design
- UX Research
- Info. Architecture
- Wireframing
- Prototyping
- Microinteractions
- Design Thinking
- Agile Methodology
- User Centered Design
- Teamwork
- Html & Css
- 3D Modeling

### TOOLS

- Figma
- Sketch
- Adobe xD
- Invision
- Principle
- Zeplin
- Illustrator
- Photoshop
- InDesign
- Premier
- Rhinoceros
- Solidworks



## LANGUAGE

- |                         |             |
|-------------------------|-------------|
| Spanish (Mother tongue) | ● ● ● ● ● ● |
| English (C1)            | ● ● ● ● ● ● |
| Norwegian (A2)          | ● ● ● ● ● ● |



## HOBBIES

- |               |            |         |
|---------------|------------|---------|
| Horse Riding  | Traveling  | Animals |
| Latin dancing | Snorkeling | Reading |



## EXPERIENCE

### UX/UI DESIGNER

Oct 2020 - Dec 2020

Ironhack Bootcamp

- Applying design thinking in conjunction with lean structures and agile methods.
- Learning user-centered design and conducting research on the needs of your users and businesses.
- Sharpening your skills in interaction design and information architecture.
- Building interactive prototypes for testing.
- Generating original ideas for digital products and bringing them to production.
- Mastering design systems in order to create a fully animated interactive prototype.
- Testing your prototype to balance market demands and desirability.
- Designing your site for production.
- Considering technological constraints from the very beginning.
- Preparing all of the correct assets.
- Learning essential soft skills, such as portfolio fine-tuning and client connections.

Design Thinking | Agile | Scrum | Lean UX | Research | Prototype | Wireframing | Information Architecture | Usability Testing | Microinteractions | Sketch | Figma | Adobe XD | Invision

### INDUSTRIAL DESIGNER

Aug 2019 - Oct 2020

Modutech Canarias

- Working in collaboration with the manager and customers to translate the customer idea into visual design and manufactured products.
- Understanding and supporting the company vision and values and helping translate them into the design work.
- Developing the visual design with 3D renderings and understandable blueprints to be able to present the idea to customers.
- Ensuring consistency and precision throughout the design processes.
- Being attentive to detail and care for design execution, from concept through manufacture.
- Working collaboratively with the team from the initial concept to delivery.

Visual Design | 3D Rendering | Furniture design | Engineering | CNC milling machine | Woodwork | Autocad | SolidWorks | Sketchup

## LEAD DESIGNER

Jul 2017 - Aug 2019      Feb 2016 - Oct 2016

Luminosos Display

- Taking ownership and managing projects from a design perspective.
- Working in collaboration with the team and customer to develop ideas from concept to final visual design, manufacture and delivery.
- Managing multiple design projects at the same time and prioritising in a fast-paced environment.
- Presenting the ideas to stakeholders.
- Identifying new design opportunities to create new products and improve the user's experience.
- Follow up with clients that final design and all revisions are approved.
- Manage and keep track of implementation plans and Design deadlines.

Graphic design | Editorial design | Printing process | Product design and innovation | Web design | Branding design | Illustrator | Photoshop | InDesign | Premier | Solidworks

## INDUSTRIAL DESIGN ENGINEER

Feb 2015 - May 2015

IMA S.L.

- Understand the manufacturing process and apply it to new projects.
- Understand the values of the company to design a new magazine showcasing the business products.

Industrial Design | Manufacturing | Graphic Design | Autocad | Solidworks | Illustrator | Photoshop

## GRAPHIC DESIGNER

Jul 2013 - Jan 2014

Display Cash & Carry

- Create compelling designs that showcase the customer's idea.
- Take an idea from sketch phase to final design concept.
- Work in close collaboration with the different teams
- Shape new brand identities and brand guidelines
- Preparing and approval of press ready files and proofs.
- Traffic coordination of materials needed to be manufacture.
- Creating, maintaining, and strictly adhering to schedules.
- Archiving digital file assets correctly once the title has been printed.

Graphic design | Editorial design | Printing process | Branding design | Illustrator | Photoshop | InDesign | Coreldraw



## INTERNATIONAL EXPERIENCE

### VOLUNTEER

Oct 2016 - Jul 2017

Bremanger Kommune  
Norway

- Developing workshops and activities with the youngsters of the community. (Dancing, cooking, design ...)
- Designing posters for the different activities we were developing in the area, to attract our users.
- Transformation of the new Youth club. Understand the younger users to make Interior design renovation appealing and funny with graffitis and restoration furniture.
- Understand the needs of the refugees and develop activities where we could connect people from the village with the refugees. Our main activity was international coffee. We had a meeting point in a coffee shop in the area every week.
- Create a new brand for the main refugees activity, the "International Kaffe"
- Help elderly people with the new technologies with several workshops.



## EDUCATION

### UX/UI DESIGN FULLTIME BOOTCAMP

Oct 2020 - Dec 2020

Ironhack Madrid

### Course - BECAME A UX FROM SCRATCH

May 2020 - Jan 2020

Interaction Design Foundation

### INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT ENGINEER

Sep 2011 - Jan 2016      University of Las Palmas de Gran Canaria  
8,18 average mark

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