



# Laura.Larrosa

## Product Designer

I am **Product designer** with more than 6 years of experience in the design field including **1 and a half entirely dedicated to the digital world**. I am ready to tackle the most intricate puzzles when it comes to digital design. I love what I do and I do not rest till I find the solution to the user's needs I am coping with.

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Medium [larrosadesigns.medium.com/](https://larrosadesigns.medium.com/)

### Professional Skills

Visual Design      Design Thinking

Prototyping      Agile & Scrum

UX Research      User Centered Design

Info. Architecture      Html & Css3

Wireframing      Usability Testing

Micro-Interactions      3D modeling

### Soft Skills

Problem-solver      Empathy

Detail-oriented      Self-demanding

Team player      Adaptability

### Tools

Figma      Protopie

Sketch      Principle

Adobe Suit      Zeroheight

### Idiomas

Spanish      Native

English      Advance (C1)

Norwegian      Elementary (A2)

### Work experience

#### Product Designer Apr 2021-Now

Mamby

Product Designer in charge of the digital experience of Mamby.

Design Thinking | Agile | Scrum | Lean UX | Research | Prototype | Wireframing | Information Architecture | Usability Testing | Microinteractions | Figma | Protopie | Adobe After Effects | Lottiefiles

#### UX/UI freelance designer Jan 2021-Now

Freelance

UX/UI design of Apps and websites using Design Thinking methodologies.

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

#### Industrial Design Engineer August 2019 - October 2020

Modutec Canarias, Arinaga - Spain

- 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

#### Industrial Design Engineer

February 2016 - October 2016 & July 2017 - August 2019

Luminosos Display, Maspalomas - Spain

- 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 prioritizing in a fast-paced environment.
- Presenting the ideas to stakeholders.
- Identifying new design opportunities to create new products and improve the user's experience.
- Following up with clients that final design and all revisions are approved.
- Managing and keeping 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

## Hobbies

Horse riding	Tv series
Latin dance	Reading
Traveling	Sleeping
Snorkeling	Eating

## Projects

-  Babsdiallo - A personal trainer website
-  SaaS solution for the real estate sector.
-  Application to improve the carnival experience.
-  E-commerce redesign of a local business.
-  Application to organize and save money for a trip with your friends.

## Methodologies

Design Thinking	Scrum
Agiles methodologies	Sprints

### ● Industrial Design Engineer

IMA, Ingenio-España (Internship)

Understanding the manufacturing process and applying it to new projects.  
Understanding the values of the company to design a new magazine showcasing the business products.

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

February 2015 - May 2015

### ● Graphic Designer

July 2013 - January 2014

Display Cash and Carry, Maspalomas-España

- Creating compelling designs that showcase the customer's idea.
- Taking an idea from the sketch phase to the final design concept.
- Working in close collaboration with the different teams.
- Shaping 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 work experience

### ● Volunteer developing activities

October 2016 - July 2017

Bremanger Komunne, Svelgen-Noruega

- 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.
- Transformatinh the new Youth club. Understanding the young users to make Interior design renovation appealing and funny with graffitis and restoration furniture.
- Understanding the needs of the refugees and developing 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.
- Creating a new brand for the main refugees activity, the "International Kaffe"
- Helping elderly people with the new technologies with several workshops.

## Education

### ● UX/UI Design Bootcamp

October 2020 - December 2020

Ironhack Madrid

### ● Became a UX Designer from scratch

May 2020 - June 2020

Interaction Design Foundation (IDF)

### ● Industrial Design and Product Development Engineer

September 2011 - January 2016

University of Las Palmas de Gran Canaria (ULPGC)

8,18 Final Average Mark

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