



LAURA OLIVEROS

UX/UI Designer | Web Designer

With experience in teaching and managing technological projects. My background allows me to approach design from a strategic and analytical vision, creating intuitive solutions focused on the needs of the end user. My passion for technology and continuous learning drives me to constantly improve.

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[LinkedIn](#)

[Medium](#)

EDUCATION

Bootcamp UX/UI Design Full Time (400 h)

IMMUNE Institute Technology

Jul-Oct 2024

Robotic Programming

Euroinnova International Online Education

Jul - Nov 2023

Digital transformation of centers

INTEF - EECC

2020 - 2022

Master's degree in teacher training

Physics and Chemistry

Alcalá de Henares University

2018 - 2019

Graduated in Chemistry

Alcalá de Henares University

2013 - 2018

WORK EXPERIENCE

UX/UI Designer and Web Manager

FormulaSalud

Dec 2024 - Currently

Design, production, maintenance and updating of the website. Focus on user experience. Metric analysis.

UX/UI Designer

Side Project

Jul 2024 - Currently

Development of individual and collective projects applying different methodologies such as Design Sprint, Design Thinking and Lean UX. Web design.

Digital project manager and teacher

Agustinian School of Guadalajara

Sep 2019 - Jun 2024

Design and management of digital projects, training and design of materials and personalized learning experiences for ESO and Bachillerato students using methodologies adapted to different learning styles.

LANGUAGES

Spanish: native **English:** intermediate

UX SKILLS

Design methodologies: workflow capacity through collaborative methodologies such as Design Thinking, Design Sprint or Lean UX.

User Research: using techniques such as desk research, safari, surveys (*Google Forms, Typeform*), interviews (*Google Sheets*), empathy maps, DAFO or user journey (*FitJam*).

Analysis capacity: detection of insights and prioritization of ideas (In & Out, MosCoW).

Usability: heuristic analysis to identify issues, applying interaction principles and UX laws to enhance UX and prototype testing (*Maze*).

UX writing: clear and effective copy that improves communication in the interface.

Information Architecture: creation of flowcharts (*Whimsical*), card sorting (*Optimal Workshop*) and sitemaps (*Octopus*).

Business model development: alignment of design solutions with user needs and business objective.

Metrics and analysis: evaluation of interaction results (*Google Analytics* and *Hotjar*).

UI SKILLS

Wireframing: creating layouts through sketching and wireframing, with low-fi and hi-fi visual schemes (*Figma, Whimsical* and *Balsamic*).

Visual design: providing attractive and functional interfaces applying design principles, taking care of composition, color and typography to improve perception and usability with *Figma*.

Prototyping: developing the different phases of interaction design.

Design systems and UI Kits: knowledge and application of design systems and UI Kits such as Material Design.

Accessibility: basic knowledge of accessibility principles.

Responsive design: multi-device interface design, applying Mobile First and Desktop First methodology.

No-code tools: such as *Wordpress, Webflow* and *Framer*.

Code: knowledge of HTML and CSS, with experience using coding tools (*CodePen* and *VS Code*).

SOFT SKILLS

Multidisciplinary collaboration: strong communicator with effective presentation and collaboration skills in multidisciplinary teams.

Emotional Intelligence: empathy, resilience, and adaptability with a strong ability to understand and respond to diverse perspectives and challenges.