LAURA OLIVEROS
UX/UI Designer

Experienced in teaching and managing educational technology projects, combining pedagogical skills with technological leadership gives me the opportunity to **design intuitive, user-focused solutions.**

lauraoliverosux@gmail.com   www.lauraoliverosux.com   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
Side Project
Jul 2024 - Currently
Development of individual and collective projects applying different methodologies such as Design Sprint, Design Thinking and Lean UX.

Technology, Physics and Chemistry Teacher
Agustinian School of Guadalajara
Sep 2019 - Jun 2024
Design of materials and personalized learning experiences for ESO and Bachillerato students, using methodologies adapted to different learning styles.

TIC Manager
Agustinian School of Guadalajara
Sep 2019 - Jun 2024
Design and management of digital projects, including the development of portfolios of good educational practices and training in digital skills for the educational community.

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* 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.