

LAURA DOWELL BALLESTA

CREATIVE TECHNOLOGIST

CONTACT

- ✉ laudowell@gmail.com
- 📍 Cambridge, UK.
- 🌐 www.lauradowellballesta.com

PROFILE SUMMARY

Creative and self-starting developer with 6+ years of experience in prototype design, machine learning, LLMs and user research. Skilled in building user-centered tools, ranging from AI prototypes at Microsoft to LLM-powered toys at LEGO. Proven collaborator with experience on patent-pending projects within cross-disciplinary teams.

EDUCATION

2024-2025

UNIVERSIDAD OBERTA CATALUNYA

- Masters in User Experience and User Interface Design

2020-2024

CREATIVE COMPUTING INSTITUTE,
UNIVERSITY OF THE ARTS LONDON

- BSc Creative Computing (First Class Honors)

2019 - 2020

CENTRAL SAINT MARTINS

- Foundation Diploma, Art and Design

WORK EXPERIENCE

Microsoft Research (Game Intelligence), Cambridge

2025

Software Developer & Research Intern

- Built a Unity-based data collection pipeline, improving productivity and turnover for the team.
- Applied agentic wandering capabilities to enable autonomous overnight data generation without user input.
- Initiated and organized team collaboration to process and train models on the collected data.
- Conducting User Studies to define the direction of our project.
- Researching UX-driven design tools that support intuitive, accessible, and iterative workflows for creative professionals.

The LEGO Group, London

2023-2024

Hardware A.I. Intern

- Worked within the creative Play Lab. Initiated and developed an innovative A.I. project showcased company-wide, earning significant recognition and prompting organization-wide collaboration for expansion.
- Worked with the Billund (Denmark) team to further develop the project, gaining valuable cross-cultural teamwork experience.
- Named Main Inventor in the project now in the patenting process.

Community Tech Aid, London

2022 - 2023

Volunteer and iOS Developer

- Developed a SwiftUI iOS app aligned with the charity's mission, featuring a user-friendly interface based on beneficiary interviews.
- Designed wireframes in Figma and refined the UX through iterative feedback.
- Led workshops to teach tech literacy, promoting digital inclusion in the community.

LANGUAGES

- Native English
- Native Spanish
- B2 French DELF Certificate
- A2 Italian

SKILLS

- Python, C++, JavaScript, CSS, HTML, React, SwiftUI, P5.js, Unity.
- Human Computer Interaction
- Machine learning, LLMs, API's
- Big Data and Analysis, Data Scraping
- Usability Testing, User Research, User Interviews
- Information Architecture, Interface Design
- Figma/Wireframing
- Adobe Creative Suite
- Laser Cutting, UV Printing
- 3D modelling / Printing
- Prototyping and Brain Storming