

# LAURA C LEDESNA

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I'm a Senior Product Designer with a strong foundation in design research, focused on developing digital experiences that are both intuitive and impactful. I combine data, user insight, and design methodologies to guide product and business decisions. **I also integrate AI strategically into the design process to enhance research, generate insights, and accelerate decision-making.** My core strengths include empathy, problem framing, and clear communication with cross-functional teams and end users.

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## Core Competencies

- Usability
  - Design Methodologies
  - UX Testing
  - User research
  - Web accessibility
  - Information architecture
  - Creative thinking
  - Design Leadership
  - UX Strategy
  - Product Roadmap
  - Product Strategy
  - Project Management
  - Stakeholder Management
  - Cross Functional Collaboration
  - AI
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## Professional Experience

### UX/UI Consultant | Freelance

April 2024 - Present

- To help diverse clients create intuitive, engaging, and effective digital products. My goal is to understand their unique needs and challenges, developing innovative design solutions that improve user satisfaction and drive business success through improved usability and aesthetic appeal.
- Currently working on the political campaign for Justin Sanchez, elected candidate for NYC Council and current Chief of Staff to State Senator Nathalia Fernandez.

### Senior UX Designer | Endava

March 2021 - June 2023

- **Identified areas of improvement through data analysis and user feedback**, prioritizing experiments and implementing process improvements within two months **obtaining a 20% increase in efficiency improvement measured by (KPIs) such as task completion time and user satisfaction scores.**
- **Led user-centered design initiatives** to improve interfaces and implement new features, **reducing abandonment rate by 12% within six months.**
- Informed design decisions by balancing user needs and business objectives. **Balanced trade-offs with development and implementation constraints.**
- **Developed digital solutions to streamline workflows** and improve care outcomes **achieving a 15% decrease in bugs and errors, within six months.**
- **Applied user-centered design principles** to improve user experience by **prioritizing usability and accessibility, achieving a 15% increase in user satisfaction rates within one year.**
- Consulted on UX projects and conducted in-depth research, defined all aspects of work management and documentation (SOW, Gantt Chart, WBS, RACI chart) and helped manage the design budget to meet financial objectives.

Senior UX Designer | Colombian Ministry of National Education

March 2019 - May 2021

- Used Work Breakdown Structure (WBS) and Product Requirements Document (PRD) methods to effectively plan and document project phases within the specified timeframe; achieved quick progress that maintained high quality standards.
- **Led a design team** of three designers in **developing digital products for the platform that resulted in a 40% increase in user engagement and a 35% improvement in customer satisfaction** ratings within eight months.
- **Drove user-centered design processes** through in-depth user studies, usability testing, and iterative prototyping which **resulted in a 30% reduction in user errors and a 40% increased in-task completion rates**.
- **Applied Design Thinking principles** to empathize with users, defined problem statements and devised creative solutions **resulting in a 15% reduction in product development time**.

UX Designer | Ministry of Technology & Communications

March 2018 - January 2019

- **Led UI redesign for an educational program**, where I enhanced platform accessibility and usability which increased adoption among students and educators nationwide. **This resulted in 12% higher user engagement and 20% improved satisfaction**.
- **Developed a design system** for program's digital assets, **reducing inconsistencies by 10% and increasing design efficiency by 20%**. This contributed to faster development cycles and improved user experiences for over 500,000 participants.
- **Designed interactive dashboards and data visualization tools** for program metrics, **which led to 35% more data accessibility and 20% better decision-making processes**; empowered administrators to optimize program outcomes.

UI Designer | Department of Culture, Recreation & Sports

January 2016 - December 2017

- Developed a cohesive visual identity for "Habitando: Cultura en Comunidad," reinforcing the program's presence through a consistent logo, color palette, and typography that strengthened community recognition and connection.
- Developed visual presentations and compelling content for "Habitando: Cultura en Comunidad" which resulted in a 10% increase in search conversion rate. Effectively conveyed the program's achievements and results which inspired citizens to actively participate in the program's cultural initiatives.
- **Designed user-friendly interfaces** for the platform "Habitando:Cultura en Comunidad"; **increased user participation by 15%**. Intuitive navigation and clear call-to-action buttons were incorporated which improved the overall user experience.

Education

Jorge Tadeo Lozano University  
Bachelor of Cultural Resource Management and Policy Analysis (2018)  
Bachelor of Graphic Design (2014)

Certifications & Training

Google Project Management: Professional Certificate | Coursera | 2024  
Design Management | 2016 | Jorge Tadeo Lozano University

Languages

Spanish (first language), English (full professional proficiency)