Laura **L7** Llavador

Product Designer (UI/UX) & Multimedia

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LANGUAGES

Spanish — Native

English — C1

Catalan — Native

French — Basic

TECHNICAL SKILLS

Design & prototyping:
Figma · Adobe XD · Photoshop · Illustrator

Multimedia & motion
After Effects · Premiere · Cinema 4D · Lightroom

Web & Data
Power BI · HTML · CSS · Wordpress

User analytics
Hotjar · Lucky Orange

Management & Agile
Jira · Scrum · Design Thinking

AWARDS

UCV Innovative project finalist
Tesis: creation and design of company (Keyla) which is a ecological phone cases brand.

PROFESSIONAL EXPERIENCE

Product UX Designer `Current`
NextPort by Moffatt & Nichol · 2022 - Currently · Valencia, Spain

- Lead **user research** (interviews, testing, analytics with Hotjar & Lucky Orange), optimizing interaction flows and reducing friction by **25%.**
- Conducted **SaaS product benchmarking**, identifying key improvements implemented in the final platform.
- Design and supervise dashboards and digital systems in direct collaboration with **front-end developers** (Angular), ensuring UI consistency and usability.
- Implemented **Scrum and Design Thinking methodologies**, improving design sprint efficiency by 30%.
- Translated market insights into **functional prototypes**, increasing user satisfaction by **45%.**
- Designed **scalable design systems** that reduced development time by **20%.**

Multimedia Designer
Damel Group & Vitaldin · 2021 - 2022 · Valencia, Spain

- Grew Instagram account **from 2k to over 10k followers** through designing content and management.
- Developed **360° campaigns** with a digital focus.
- Designed optimized **product packaging** and labeling for retail.

Design & Marketing Manager
Miel Mayem · 2021 - 2021 · Valencia, Spain

Marketing and Design Department Manager. Packaging and product labeling design. E-commerce product presentation design. Social media management. Photography, video production, and editing.

Graphic Designer
Aidimme Instituto Tecnologico · 2019 - 2020 · Valencia, Spain

Advertisement creation and campaign design, including social media advertising featuring a 3D commercial video.Design of scientific reports.
Creation and design of exhibition stands for the REDIT expo.

Multimedia Designer
Tattoo Marketing · 2019 - 2019 · Valencia, Spain

Branding and visual design. Landing and web design. Social media content creator and management.

Graphic Designer
Freelance · 2018 - 2020 · Remote

- Social media content creator - Clinica M.Fort.
- Rebranding - www.loscaprichosdemihermana.com
- Multimedia Design - Estudio Asecas.

EDUCATION

Master's degree in User Experience & User Interface
Universitat Oberta de Catalunya
2020 - 2022

Multimedia & Digital Arts Degree
Universidad Catolica de Valencia
2015 - 2019

Interior Design course
Campus Training
2019 - 2020