Laura Reyes

UX UI Designer | Digital Product Design Engineer

PROFILE

I am a Product Design Engineer with habilities between **tech and design**. I have special interest about **leading** technical projects, ensuring innovative solutions are user focused. I am also passionate about design systems and pixel perfect design.

INFORMATION

Website
https://lauritisreyes.com/

Mail
info@lauritisreyes.com

TOOLS

UX UI and Prototypes
Figma, Sketch and Protopie
I have more that 7500 downloads in Figma Community

Graphic Design
Illustrator, Photoshop, Indesign and After Effects

Organization
Trello, Notion and Slack

Frontend
HTML, CSS, JavaScript and ReactJS

Others
Product Management, GenerativeAI Basics

LANGUAGES

Spanish
Native

English
Cambridge Frist Certificate B2 - Brighton, England (Currently preparing for C1)

EXPERIENCE

UX Designer Talentum Lab   Currently
Telefónica - Schoolarship (Abr 2023 - Currently)
I am involved in digitalization initiatives for the People Area. Main UX UI designer. Description and development of an UX focused work plan to improve an employee support platform leading initiatives to improve designers-developers communication starting to use the Mística Design System and a migration from PHP to React.
User interviews and tests
Project available in an interview.

UX UI Designer & Design System
Planout Startup (Dec 2020 - Aug 2022)
I worked in the design of a large scale native app, similar to Instagram.
I worked **hand in hand with the CEO in all the functions** from UX to UI
I **created and leaded the maintenance of the design system** and created clear documentation.
Project available in an interview.

Graphic Designer
Pool CP (Sep 2020 - Dec 2020)
I designed graphic material for different brands such as Coca Cola or Mahou.

Product Design Intern
Universidad Politécnica de Madrid (May 2018 - Ago 2018)
Taking part of an innovation project to redesign some spaces of the Universidad Politécnica de Madrid taking into account students and teachers feedback.

EDUCATION

Frontend Development
Escuela Trazos (Jun 2022 - Dec 2022)
Including HTML,CSS, SCSS, JavaScript, jQuery and ReactJS

Graphic Design
Escuela Trazos (Sep 2019 - Ago 2020)
Including UX UI, 2D animation and Adobe Design Tools

Degree in Industrial Design and Product Development
Universidad Politécnica de Madrid (2014 - 2019)
Honors in Physics I, Artistic Drawing, Basic Design and Statistics.

OTHERS   Currently

"Notnoise" is my **personal brand**, which focuses on designing graphic materials, motion clips, and websites for the music industry. Clients: studios (Buddy's Garage Records and Son da Lagoa) and bands (Rock Place, Rodrigo Mercado, Miniver, Sulcus, R Jon, John Scott, MrGoliath, and Terraplane.)