



# 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](mailto:info@lauritisreyes.com)

## TOOLS

### UX UI and Prototypes

Figma, Sketch and Prototipe

### 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

Telefónica – Scholarship (Abr 2023 – Currently)

I am involved in digitalization initiatives for the People Area.

Description and development of an UX focused work plan to improve an employee support platform (+9000 employees)

Leading initiatives to improve designers-developers communication and a migration from PHP to React.

Project available in an interview.

Currently

### 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 led 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.)