

Laura Reyes - Rapid Prototyper - UX and Development

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KEY SKILLS

Design

- Figma
- Illustrator
- Photoshop
- After Effects
- Protopie, Origami

Code

- HTML
- CSS, SASS
- JavaScript
- React JS
- Android with Jetpack Compose

Others

- Google Analytics
- Trello
- Confluence
- Teams
- Slack

Spanish (Native), English (B2)

EXPERIENCE

Telefónica - Rapid prototyper (May 2024 - Currently)

I contribute to ideation, design, and development sessions for prototypes in the Discovery area with a focus on Artificial Intelligence, voice features, smart home and more. I am part of the Digital Life Disruption Lab.

- I introduced a new **methodology** focused on hypotheses and objectives, which the team gradually adopted, leading to exponential improvements in our way of working.
- I am part of the development team of different explorations around Smart Home and Future Calls functionalities in **Android**. I also define the UX of that prototypes.
- I am leading a complete **redesign** of an Android app by organizing all the components and parameters in Figma and also in the repository to see viability and consistency.

Telefónica - UX Engineer - Internship (Oct 2023 - Mar 2024)

I was part of the Digital Life Disruption Life in the Discovery area.

- I increased exponentially user engagement in Movistar Home designing and coding a game in **ReactJS**.
- I improved the usability of an Android app by adapting the design to different screen sizes. I also designed some new functions from scratch.
- I have designed and coded a text to speech prototype for ELA patients in **ReactJS** using cloned voices.

Telefónica - UX Designer - Internship (Abr 2023 - Oct 2023)

I was part of the People Area Digitalization Team being the only designer at the team.

- I improved the usability of an employee support platform (+3000 employees) conducting interviews and testing prototypes with users.

- I have improved the scalability of the platform by leading initiatives to start using the Design System and a migration from PHP to React.

Planout (StartUp) - UX/UI and Design System (Dec 2020 - Ago 2022)

I was part of a team of 7 engineers and I worked hand in hand with the CEO in all the functions from UX to UI with a special focus in prototypes for a large scale native app (Android and IOS), similar to Instagram.

- I ensured consistency across the app by creating and leading the maintenance of the design system.
- I designed functions such as send, receive and delete messages and media files and storage management.

Pool CP - Graphic Design - Internship (Sep 2020 - Dec 2022)

I designed graphic material for different brands such as Coca Cola or Mahou.

Universidad Politécnica de Madrid - Product Design - Internship (May 2018 - Ago 2018)

I analyzed surveys to redesign some spaces of the university. I created decorative graphic material.

EDUCATION

- Frontend Development - Trazos (Jun 2022 - Dec 2022)
- Graphic Design - Trazos (Sep 2019 - Ago 2020)
- **Degree in Industrial Design and Product Development** - Universidad Politécnica de Madrid (2014 - 2019)

HIGHLIGHTS

- I have more than **10.000 downloads** in Figma Community and write articles in Medium.
- I was part of the Artificial Intelligence winner team at Telefónica Equinox 2023 (**Hackathon**).

INTERESTS

I have studied music and played different instruments throughout all my life. I recorded my first album as a drummer in 2022, and I am currently part of different bands.