

Laura Najarro

Las Vegas, NV

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I am an experienced visual designer and communication specialist working at a non-profit organization that advocates for farmworkers and their children. I specialize in bilingual educational material, both physical and digital, designing for the web and mobile environments, and creating social media content. I love working in Figma and designing beautiful, usable, robust interfaces, and collaborating with a team to build impactful products. I am hungry to learn and expand my capabilities further, and I am seeking a role in UI/UX design to continue to follow my passion.

Skills

Programs: Figma, Photoshop, Adobe Illustrator, Adobe XD WordPress

UI/UX: Design Systems, Wireframes, Hi-Fi Mockups, Prototypes, Responsive Web Design, Components, User Interviewing, Profile Development, Empathy Mapping, Usability Testing, User Flows, and Site Mapping

Graphic Design and Marketing: Social Media Analytics, Graphic Design Software, Storytelling, Video Editing, Community Management, Engine Optimization, Email Marketing, and Social Media Marketing

Development and Translation of Educational Content: Training Materials, Press Releases, Communications Interviews via Traditional Media

Languages: Spanish: Native. **English:** Comprehension - Fluent / Advanced

Experience

Current - Consultant - ClimbTracker iOS/Android App (Remote)

Performing usability tests and helping refine a native application for the rock climbing community. My current role on this project is to work with users to find pain points and insights and create prototypes of possible solutions. I am actively collaborating with developers to improve user flows and provide user clarity to various interfaces.

Communications and Graphic Design Coordinator (2021 - Current) - Association of Farmworker Opportunity Programs (Washington DC-Baltimore Area)

My current role at AFOP has covered many different areas. I have worked in design programs like Figma, Photoshop, and WordPress while redesigning web pages for the corporate site. I have extensive experience in developing education and health & Safety campaigns for the agriculture sector such as print media projects and designing training materials. I also perform classic communications roles like assistance to our members, press releases, interviews, and traditional media.

Graphic Designer (2020-2021) - Restoration Immigration Legal Aid (Virginia, United States)

In this role I worked as a freelance designer, helping to develop a brand book, social media strategy, templates, promotional materials, digital designs, and resources for clients. I also regularly volunteered as an interpreter and translator to assist with immigration and asylum-seeking cases.

Brand Development Specialist (2017 - 2019) - Grupo San Julián , El Salvador

I collaborated with a team and photographers to compile a portfolio of marketing material for food products. I managed and developed the concepts and organized the food styling for photoshoots to launch new food products to the market. These pieces were used for packaging, billboards, and various marketing materials.

Small Business Owner (2016 - 2019) - Lotus Massages & Spa, El Salvador

Founded a successful business in the health and wellness space. I increased sales and capacity, and increased team members to four full-time employees and chiropractic services over 4 years. Managed day-to-day coordination with staff, and monitored CRM surveys to improve services and communications with clients. Developed sales and marketing strategies. I sold this business when I moved to the US, and it is still successful to this day.

Education

UX Design Certificate - Google Career Certificates - (2023)

Associate Degree in Marketing - Central American University (Universidad Centroamericana José Simeón Cañas), El Salvador. (2016-2018)

Associate Degree Gastronomy and Management - USIL University of San Ignacio de Loyola Peru. (2012-2014)

High School - Lic. Cristiano, San Benito, El Salvador - (2011)