

**Laura Najarro**  
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### **Summary**

I am a visual designer and communications specialist with 5 years of experience in graphic design. A constant during my whole career has been working in highly creative roles. Designing educational materials for the last 3 years for a low literacy target has given me much insight into the importance of getting to know the user, their pain points and insecurities, and how to iterate them into my designs. I found the opportunity on developing my skills in the world of UX/UI by re-designing the website at the organization I work for. For the last year, I have been focused on creating and being part of UX/UI projects that you can find on my website.

Growing up not such a tech-savvy person, I now enjoy and pursue creating appealing designs that make users feel comfortable and have a seamless experience.

**Linkedin:** <https://www.linkedin.com/in/laura-najarro-0843aa1b8/>

**My website (projects portfolio):** <https://www.lauranajarro.com/>

### **Technical Skills**

- **Programs:** Figma, Photoshop, Adobe Illustrator, WordPress, Adobe XD
- **UI:** design systems, wireframes, Hi-Fi mockups, prototypes, responsive web design, components, and variants.
- **UX:** user interviewing, profile development, empathy mapping, usability testing, user flows, and site mapping.
- **My background in graphic design and marketing:** Proficiency in using marketing tools—social media analytics, graphic design software, storytelling, and video editing.
- **Development and translation of educational content:** training materials, press releases, - communications representative-media interviews.
- **Digital marketing:** community manager, engine optimization, email marketing, and social media marketing.
- **Languages:** Spanish: Native. English: Comprehension - Fluent / Advanced

### **Experience**

- **Present -Ux research**

#### **Start up Climber Tracker app**

I am currently consulting for the “Climber Tracker” app, a mobile fitness product built for gym rock climbers who want to track their progress and build a community of climbers. My current role on this project is to do usability tests with climbers to find pain points and insights and

create prototypes of possible solutions. During this project, I am actively collaborating with front-end developers.

- **2021 - Present • Communications and Graphic Design**

**Association of Farmworker Opportunity Programs- Washington DC-Baltimore Area**

Re-designing the web pages of the organization has been a big part of my work lately. Day by day I work in design programs, such as Figma, WordPress, PhotoShop, video editing in Premiere, and Adobe AI. Part of my work is developing education and health & Safety campaigns for the agriculture sector. I also work on print media projects and designing training materials. I also perform classic communications roles like assistance to our members, press releases, interviews, and traditional media.

- **2020 - 2021 • Graphic Designer**

**Restoration Immigration Legal Aid, Virginia, United States**

I freelanced and assisted the marketing specialist. Developed a brand book, social media strategy, templates, promotional materials, digital designs, and resources for clients. Also volunteered as an interpreter and translator.

- **2017 - 2019 • Brand Development Specialist**

**Grupo San Julián , El Salvador**

Worked as a creative consultant and Food Stylist. With a creative team and photographers, I developed the conceptualization of photoshoots to launch new products to the market. These pieces were used for packaging, billboards, and various marketing materials.

- **2016 - 2019 • Business Owner- Brand Strategist.**

**Lotus Spa Center, El Salvador**

Founded a successful business, increasing sales, capacity, and team members 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.

## **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)**