

LAURA RIVAS

Product Designer | User Experience Designer

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I design for a better tomorrow through creative collaboration.

EDUCATION

BA – Human Centered Design

Universidad de los Andes

2015 – 2019

- Innovation with technology.
- Undergraduate Teacher Assistant at Visions of Digital Manufacturing

Foundations of User Experience (UX) Design

Google

Digital Marketing

HubSpot

SKILLS

Software

Adobe Suite (Illustrator, Photoshop, Premiere, Adobe XD)
Figma, Miro, Microsoft Office

Design

Design Research, Design Strategy, Web Design, Service Design, Storytelling, System Design, Prototyping, Video Editing, Branding, Co-creation

Others

AI Prompting (Custom GPTs and AI Agents), Marketing, HubSpot, LinkedIn Ads, Photography

LANGUAGES

Spanish and English

WORK EXPERIENCE

Design Manager

Influence Group / New York City / 2021 – Present

- Conduct ethnographic and behavioral research to extract deep user insights, informing empathetic and user-centric design solutions.
- Refine user experience (UX) flows to ensure seamless interaction patterns, boosting user engagement and satisfaction.
- Collaborate with multiple teams to streamline design operations.
- Lead targeted social media strategies with compelling narratives, amplifying brand presence and fostering user community growth.

Marketing and Operations Associate

Influence Group / New York City / 2020 – 2021

- Developed strategies and websites to transition from physical to virtual events during the pandemic.
- Implemented a persona-driven communication framework, enhancing the impact and reach of targeted marketing efforts.

Service Design Consultant

Eleve Studio / Bogotá, CO / Jun 2019 – Dec 2019

- Crafted a sustainable service design blueprint, balancing business objectives with user needs to drive service innovation.
- Managed the prototype lifecycle, utilizing user testing and feedback to refine service offerings before market launch.

Service Design Consultant

ABBVIE / Bogotá, CO / Jan 2017 – June 2017

- Devised and executed a market expansion strategy, amplifying product reach and sales through strategic stakeholder collaboration.
- Conducted co-creation workshops with stakeholders, harnessing collective insights to enhance product positioning and market fit.