Lara Santos

Product Designer

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EXPERIENCE

UI/UX Designer

Urban Jungle Insurance | Sep 2021 - Present

- Designed data lead solutions for new products and features and looked after the design eco-system.
- Owned the end-to-end design process ensuring there was user-centric design thinking throughout by planning workshops and getting the wider team involved with the early ideation process.
- Ran user research projects and created tools that helped us understand our customers and find actionable tasks.
- Supported other teams with visual design production. Including various creative marketing outputs and external pitches.

Digital and Marketing Assistant

Bright Futures 4 All | Apr 2021 - Sep 2021

- Collaborated with the founder to create polished branded presentations that led to funding and donations.
- Led a digital re-design project and created a marketing strategy that boosted online reach by 76%.
- Supported other departments with creative and practical ideas and helped introduce remote working tools on a budget.

Digital designer

Freelancer | Jun 2020 - Aug 2021

- Produced a comprehensive pack of animated social content, print posters and stickers for a new theatre company
- Collaborated on the ideation, research and wireframing of yearly concepts for a B2C reselling app - Oranda
- Worked for fellow creatives to produce self-marketing packages with business cards, email templates and other printed materials for them.

User-centric	Inquisitive	Design enthusiast	Agile
Able to empathise and balance different user needs	Motivated to dig deep, ask questions and find solutions	Obsessed with design trends, processes and tools.	Flexibility to re-prioritise in fast paced environments

EDUCATION

BA Illustration and Visual Media

UAL | Sep 2017 - Jun 2020

- Gained an Adobe certification for motion graphics with work featured on the '2020 vision' LCC show.
- First class thesis on the impact of gender and sexuality in animated shows.

Digital Product Design Course

YSYS x Create Jobs | Nov 2020 - Jan 2021

- Learned the basis of Digital Product Design with industry professionals from Publicis Sapient and Spotify.
- Transferred visual design and customer skills to create an interactive prototype and conduct interviews.

TOOL KIT

Figma
Design and prototype experiences and interfaces

LottieFile
Icon animation for websites and applications

Google Analytics
Oversee product performance and collect data

Adobe Creative Cloud
Illustration, animation, image and video manipulation

Zeplin
Engineering collaboration, feedback and handovers

Hotjar
Analysing and collecting user behaviour themes