

# Laura Reyes - Rapid Prototyper - Design Engineer

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## KEY SKILLS

### Code

- Android with Jetpack Compose
- Kotlin
- JavaScript, Typescript
- React JS
- Native design and development
- Design Systems
- Prototypes and emerging technologies

### Design

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

### Others

- Cursor
- Flowise, Langflow
- Loop, Notion, Jira
- Slack, Teams
- GitHub

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 Future AI Lab.

- I am part of the **design and engineering team** at the same time.
- I have developed a prototype in **Android and Web** that integrates **real-time AI-powered voice functionalities** that has been transferred to another team to be developed worldwide in production.
- 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 have leaded a complete **redesign** of an Android app by ensuring best native Android practices are applied. I have designed many iOS and Android prototypes from scratch with special care on clean code practices and architecture.

### 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.