

LAURA PEREZ

Portfolio designlaura.com



1998 Europe, Willing to Relocate 5 years professional experience
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I'm a digital designer specialised in UX/UI, with passion for branding and drive for innovative projects that build a better future - where technology supports human creativity.

EDUCATION

- 2024 **Visual & Experience Design Master's Degree**
University of Europe for Appl. Sciences · Berlin
- 2021 **Digital Communication Degree**
CEU San Pablo University · Madrid
- 2021 **Advertising & Public Relations Degree**
CEU San Pablo University · Madrid
- 2020 **International Strategic Communications**
SPS, Columbia University · New York
- 2017 **International Baccalaureate**
Diploma Programme (IBO) · Madrid

RECOGNITIONS

- 2021 **Advertising & PR Final Thesis Cum Laude**
CEU San Pablo University · BA Thesis
- 2019 **XII Entrepreneurs & Creatives Contest**
Aladina Foundation against Cancer
- 2019 **Proyecto Mañana**
Atresmedia Communications Corp. S.A.

LANGUAGES & TOOLS

Spanish Native Language	German A2 - Currently studying
English C2	French B1
Mandarin Chinese A2	

UX/UI Design & Content Creation

Figma · Sketch · Adobe XD
Photoshop · Illustrator · InDesign · Premiere

Managing & Other Tools

Jira · Wordpress · Framer · Github · Notion ·
Canva · Miro · Midjourney · Firefly · Perplexity

WORK EXPERIENCE

- 2025 **UX/UI Designer & Project Manager**
Freelancer · Remote · 10 months
Main services: web and branding design, UX optimization and business strategy
- 2024 **UX Designer**
Volkswagen Future Center Europe · 1 year 3 mo.
Human Machine Interface (HMI) design for VW ID.Unyx car model in the interior touch screen
- 2024 **UX/UI Concepter**
Flashquad Corp · Berlin · 6 months
Beta version for a social app prototype from first screen to launch in the U.S. Startup fast-paced work environment
- 2024 **UX/UI Designer & Startup Founding Assoc.**
XpandTheBrand · Berlin · 1 year 6 months
Web and branding design, UX optimization, affiliate marketing, SM management, business strategy
- 2024 **AI Trainer & Moderator**
Open AI & Data Annotation · Remote · 7 months
Generative AI contributor for various models
- 2022 **Head of Design & UX/UI Designer & PM**
Mutishan Interactive · Madrid · 2 years
Interface design specialized in SaaS and B2C mobile apps. Team lead, Staff designer, responsible for 8 colleagues. Product Ownership and Management
- 2020 **Marketing & Communications Associate**
We Are VIBE · Madrid · 5 months
Digital content creation for various formats, SM management, blog redaction, UX optimization

QUALIFICATIONS

- 2025 **Professional Uses of generative AI**
IBM · Remote · Digital certification
- 2022 **Basic + Plus HTML/CSS Programming**
SheCodes · Remote · Digital certification