

LAURA PEREZ

1998 Europe, Willing to Relocate

laurabarasona@gmail.com

linkedin/lauraperez

Portfolio designlaura.com

5 years experience



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

Mandarin Chinese A2

French B1

Managing & Other Tools

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

WORK EXPERIENCE

2025 **UX/UI Designer & Project Manager**
Freelancer · Remote · Now

Web and branding design, digital business strategy, UX optimization, SM management

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 prototype for a social app from first screen to launch in the U.S. Startup fast-paced 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 & Micro1 · 7 months
Generative AI contributor for various models

2022 **Head of Design & UX/UI Designer & PM**
Mutishan Interactive · Madrid · 2 years
Digital product designer specialized in SaaS, B2C mobile apps and online events. Team lead, responsible for 8 colleagues. Product Ownership and Management

2020 **Marketing & Communications Associate**
We Are VIBE · Madrid · 5 months
Digital content creation, communication design, 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