

LAURA SORIA

UX Designer

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Berlin, Germany
Open to Remote Roles

SKILLS

Professional

User Research, Information Architecture, Prototyping, Collaboration, Interaction Design, Journey Mapping, Concept Development, Prototyping & Validation, Speculative Design, Workshop Facilitation.

Languages

Spanish (Native), English (C1), German (C1), French (A1)

Awards

Best Social Impact Design Project (tie) Designathon, Berlin 2019
Product Designer of Sister Lab team

Research Methods

Surveys, Interviews, Card Sorting, Usability Test, A/B Testing, Analytics, Field Studies.

Tools

Figma, Invision, Adobe Creative Suite, Balsamiq, Marvel, Miro, HTML & CSS, Chat GPT, Dall e-2

EDUCATION

Diploma: Communication, Design and Advertising in Digital Media, 2022

Universidad Nacional Autonoma de México

BA: Communication Sciences, 2003

Specialization, Audiovisual Production

Universidad Nacional Autonoma de México

Specialization, Photography, 2002

Escuela Activa de Fotografía, México

CERTIFICATIONS & COURSES

Certificate: Design Sprint Facilitation Masterclass, 2023

AJ & Smart

Course: Virtual Exhibitions, Designing and Curating for the Metaverse, 2022

Node Center for Curatorial Studies

Certificate: UX Design, 2021

Career Foundry, Berlin, Germany

Certificate: Intercultural Business Hub, 2019

Frauenalia Start up Incubator, Berlin

PROFILE

UX Designer with background in Communication, Brand Strategy, and Audiovisual Content Production. Skilled in leading and collaborating with teams, utilizing Design Thinking and facilitate Design Sprint Workshops to deliver focused outcomes.

WORK EXPERIENCE

Founder/ Creative Director/ UX Designer @ Sisterhood Lab

April 2017 – Present, Berlin

- Design user-friendly interfaces through research and prototyping.
- Lead creative team with briefs, feedback, and client collaboration.
- Set business direction, manage finances, build relationships, promote gender equality.

Clients: LAVA Architects, Jimena Bello Jewelry, Fabian Feuersänger i.a.

Freelance Brand Consultant/ Creative Director/ Audiovisual Producer

March 2014 – Present, International

- Develop captivating brand identities through research and design expertise.
- Lead multidisciplinary teams to produce exceptional creative work.
- Produce immersive and engaging audiovisual content from start to finish.

Clients: CIEE, Atelier Brückner, VAAY, Exhibeo, Dock 11, Santa Lupita, i.a.

OTHER PROJECTS

Co-Founder/ Creative Director /Photographer @ Big Bang Studio

August 2010– July 2014, Mexico City/ Berlin

- Oversaw the creative direction, managed the team, and captured stunning visual content.

Collaborations: Zentrum Deutsche Sportgeschichte, Exhibeo, Revista 192, ELLE, Louis Vuitton, Cartier, Instyle Mag, Hugo Boss, Adidas, i.a.

COMING UP

- Excited to collaborate with a company valuing creativity, innovation, entrepreneurship, and sustainable development
- Eager to expand knowledge in coding, sustainable practices, and emerging technologies: Web 3, AR, NFT, and AI
- Passionate about exploring accessibility and inclusion topics to create more equitable and accessible experiences for all users.