DESIGN
lau

I'm Lau, a Product Designer and UX/UI Expert with 10 years of expertise crafting high-impact digital experiences. My work spans globally recognized brands, including the award-winning redesign of UKF (Awwwards Honorable Mention). With a deep understanding of UX strategy, user-centered design, and digital product development, I thrive at the intersection of creativity and problem-solving.

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LANGUAGES

English

Italian

My mother tongues are Spanish and Catalan.

WORK EXPERIENCE (9+ years)

2021 - 2025

4 years

Product Designer, UX UI | Freelance

I've been working as a freelance designer for purpose-driven organizations, particularly collaborating with AEI music. A highlight of my recent work is leading the site redesign of the iconic UKF label, which has recently received an Awwwards Honorable Mention.

2018 - 2021

+2 years

UX UI Designer | Casa Batlló

At this UNESCO World Heritage site I worked hand-in-hand with all departments, to develop new products and features for a million visitors website.

2016 - 2018

2 years

UX UI Designer | Esports Media Rights / Kerad Games

I navigated diverse challenges, such as crafting a brand from inception for the video game industry, collaborating closely with a multidisciplinary team in an agile environment, and leading visual design efforts for mobile video games, driving user testing, and conceiving new features.

2014 - 2016

2 years

Web designer | Be Republic

I promoted my creativity as a web designer in an advertising agency, working closely with the copywriter, in a fast-paced environment.

EDUCATION

2015

UX | Non-degree program

Universitat Abat Oliva and IIMN

2010 - 2014

ADVERTISING & PR | Degree

Universitat Pompeu Fabra

SKILLS

Design

UX/UI   PRODUCT DESIGN   WEB DESIGN

APP DESIGN   INTERACTION DESIGN

USER CENTERED DESIGN   WIREFRAMING

VISUAL DESIGN   PROTOTYPING

Personal

PROBLEM SOLVER   TEAM PLAYER   POSITIVE

COMMUNICATIVE   DEVELOPER FRIENDLY

TOOLS

Design and prototype

FIGMA   PHOTOSHOP   ILLUSTRATOR

INVISION

Others

WORDPRESS   AB TASTY