Laura Escolar

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I am UX/UI designer.

I create beautiful digital products that provide the most comfortable and frictionless experience to end users.

When I work, my focus are the user's needs, from typography and color to navigation and interaction. I have never stopped improving my visual skills with thousands of hours of practice, either learning the newest tools and technologies. The combination of these two is what helps me to provide efficient yet beautiful solutions to usability issues.

I look for the optimization of every design I create: I design, I test, and I redesign, as many times as needed until I find the right answer.

My most recent accomplishments are

at iBOOD.com I have been the lead designer for the company's web and mobile products. The result of my work, was a much more consistent and attractive "image" for the company, in their aforementioned site and app, as well as other communication materials.

at Philips I have been the designer of the team that developed the internal platform that currently allows Philips's employees to interchange data and communicate worldwide.

People have said about me

"Laura's natural empathy, creativity and intuition came to the fore as she championed simplifications of the user flow and optimisation of the Customer Experience. Her UX and CX skills developed rapidly, as our chief designer, during the redesign of our web and mobile product interfaces."

Steve Ball Scale-up CTO

"A passionate designer who is effortless working to create solutions that astonish clients"

Fernando Porazzi Head of front-end development at IJsberen

"I've worked with hundreds of creatives and Laura is one of the best self-starters. Her mind is a flexible problem-solving machine that just won't quit until the absolute best work is brought to light. She's enthusiastic, eternally optimistic, determined, and is oh so capable. I can honestly say I've produced something I'm proud of when Laura was working as our designer."

Irene Anindita Online Communication Specialist European Region at Boehringer Ingelheim

Tools I can use

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe XD, Adobe Aftereffects, Sketch, InVision, Figma, Axure, html5, css3, Bootstrap

Things I can do for my users

User research, user interview, user testing, online survey, benchmark studio, customer journeys, user flows and navigation, wireframing, user interaction definition, low, medium, and high fidelity prototyping

Things I can do for my colleagues

Brainstorm sessions, creativity sessions, software workshops.

Skills I have

Interface Design, Interface testing, Interface optimization, Illustration, photo editing, campaign image creation and implementation, Branding and House-Style.

Languages I can speak

Spanish / Mother tongue
English / Full professional proficiency
Dutch / Intermediate proficiency

I have worked for

iBOOD.com Web Designer JUL 2018

iBOOD.com is a young e-commerce company which offers A-brands with high discounts. Their offers change daily. As Web Designer for iBOOD, I have led the design transformation of their site and mobile products, with several visual enhancements that uplifted the appearance of the company to a professional level. As well, I helped iBOOD to go to market, with much more honed, attractive, and engaging marketing campaign material.
All this work, substantially lifted the quality of the visual appearance of the website and brand.

Philips Digital Designer JAN 2017 JUN 2018

I had the chance of cooperating with the creation, user-testing, readjustment, and development, of the new intranet of Philips, currently in use worldwide. After a few months of working for the Digital Marketing Department as a visual designer, I started getting involved in more complex projects and began working as a web designer and front-end developer. Furthermore, I designed numerous internal campaigns and implemented them in a range of communication materials, such as print, video, and web. The theme I created for the Digital Success Stories campaign was extremely well received by all digital teams across Europe.

Vrije Universiteit Amsterdam Graphic Designer SEP 2016 DEC 2016

I worked at Vu Marketing Department as Graphic Designer for the creation of all digital academic brochures of 2017. My responsibilities included graphic and editorial design.

andrews:degen Graphic Design Intern MAR 2016 SEP 2016

As a graphic designer at andrews:degen, my tasks included a range of activities, from web design and animated banners, to illustration.

I have studied at

UX Design Institute Glasgow Caledonian University UX Professional Diploma Expected MAR 2020

VU University Amsterdam Design Cultures MA 2018
Focused on Design analysis. I finalised this program with a written dissertation and field study on User Centered Design Techniques.

Universidad Complutense de Madrid Fine Arts BA (Hons) 2011
Specializing in Graphic Design. Projects included magazine design, information design, and web design.