UX/UI PRODUCT DESIGNER

Laura Criado Miguel

Research, design systems, code and AI-powered digital products

Dublin / Madrid

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Portfolio · lauracriadomiguel.com



PROFILE

UX/UI Product Designer with over 5 years at a consultancy, designing digital products end to end: research, information architecture, user flows and wireframes, prototyping and design system creation in Figma, through to developer handoff. I lead projects autonomously and work directly with clients in banking, healthcare, education, FMCG and public institutions. I validate my decisions with interviews, surveys, usability testing and analytics, and I work with HTML, CSS and JavaScript, as well as WordPress, Genweb and Framer. Specialised in UX for AI-native applications and conversational agents, and I use generative AI in my process.

EXPERIENCE

Product Designer

October 2026 – present

EI Travel Group

UX / Product Designer

June 2021 – October 2026

ThinkUPC · Barcelona

- User research and data-driven iteration: interviews, usability testing, surveys and analytics (Google Analytics), plus journey maps and service blueprints for a TV channel management website.
- Information architecture for the complete redesign of a UPC school's website: card sorting, tree testing and sitemaps to define the structure from scratch, and user testing of the resulting architecture to validate that it was correct, functional and intuitive.
- Feedback received after redesigns across several projects: users find information faster, navigation is clearer, and products that were previously unused are now in use.
- Definition of user flows, wireframes and prototypes in Figma, and creation of the company's design system and of the design systems for internal projects built from scratch.
- Accessible design: review of contrast and text sizes, application of WCAG guidelines, and design of focus states and accessible forms.
- Creation of a complete website in Genweb 6, fully built with HTML, CSS and JavaScript.
- Autonomous end-to-end project leadership and direct client contact on every project: kick-off and follow-up meetings, and presentation of the final project, through to developer handoff.
- Managing 4 to 5 projects in parallel for clients in banking, healthcare, education, FMCG and public institutions (Coca-Cola, Generalitat de Catalunya, UPC, La Caixa and the pharmaceutical sector), coordinating with development teams and stakeholders in agile environments.
- Co-created and delivered, with the UX team (5 people), an internal course on presentation design for colleagues across the company, in 5 sessions.
- Design of a native app with a conversational AI agent, from concept to developer handoff, and use of generative AI in my workflow (interview synthesis, prototyping, code, content and automation) with Claude, Google AI Studio, Gemini, Figma Make and Higgsfield AI.

EDUCATION

Master's in UX and Digital Services

Elisava

2022

Bachelor's in Audiovisual Communication

Universidad Pontificia de Salamanca

2021

TOOLS & SKILLS

Research & UX
UX Research, usability testing, information architecture (card sorting, tree testing, sitemaps), journey maps, service blueprints, surveys, analytics (Google Analytics), user flows, wireframes, design thinking, accessibility (WCAG)

UI & design systems
Figma, design system creation, Sketch, Rive, Claude Design, Adobe CC

Prototyping & collaboration
Prototyping, dev handoff, iOS / Android, Miro

Code & CMS
HTML, CSS, JavaScript, WordPress, Genweb 6, Framer, VS Code

Other
Project management, inclusivity & equality

AI SPECIALISATION

UX for AI-native apps

Prompt design

Conversational agents

Applied generative AI

Generative AI workflows

Tools
Claude, Google AI Studio, Gemini, Figma Make, Higgsfield AI

ADDITIONAL TRAINING

- Figma accessibility courses.
- AI courses.
- Attendee at Friends of Figma Barcelona talks.

LANGUAGES

Spanish	Native
Catalan	B2
English	B2