

LAURA BONIFASI

UX Designer | UX Researcher

WEB | EMAIL



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ADDRESS



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ABOUT ME

My background in the cultural provided me with the skills necessary to dive a volatile, challenging market: strong communication, creative problem-solving, and strategic planning.

Today I'm dedicated to exploring human-centered design, curious about why and how people engage with new technologies and what we can do to improve their experiences.

In my free time, I enjoy watching cult cinema movies and spending quality time with my family.

WORK EXPERIENCE

UX Researcher Assistant. Discovery Phase

ULaunchMe
Apr 2020 – Apr 2022

Key Responsibilities:

- Creation, organization and maintenance of a secure cloud-base storage service to store the gathered data.
- Supported the Director during 15 + client interview, note-taking.

Achievements:

- Contributed with relevant insights to inform the company's business decisions.

Co-Founder and Co-Director

Sector o4, international artists in residence programme
Mar 2018 – Dec 2020

Key Responsibilities:

- Digital strategies for communication and international engagement: front-end development of website and graphic design for calls, promotions and events.
- Organization of open calls for the residencies, including consent forms.

Achievements:

- We hosted 3 artists, 4 months each, and successfully expanded the global art production network, fostering international collaboration.
- Budget management, ensuring the project's financial feasibility.
- Forged partnerships with public sector institutions to enhance engagement and support.
- company's business decisions.

EDUCATION

UX Research Diploma

UX Institute
Glasgow Caledonian University
Dec 2023 - Ongoing

UX Design Diploma

UX Institute
Glasgow Caledonian University
Score: 92 [out of 100]
Mar 2023 – Nov 2023

Data Analysis and Visualization Practicum

Faculty of Humanities
Utrecht University
Score 8 [out of 10]
Sept 2020 - Dec 2020

Bachelor in Fine Arts

Faculty of Humanities and Arts
Rosario National University, Argentina
GPA: 8,63 [out of 10]
Year 1994 - 1999

SKILLS

Problem - solving
Empathy
Team work
Innovative and creative thinking
Academic thinking, working and acting
Communication skills
Wire-framing and prototyping
Usability testing and research methods
Interaction Design

Digital Strategies Director and Coordinator

Gabelich Contemporáneo Art Gallery
Feb 2016 – Dec 2020

Key Responsibilities:

- Design and execution of digital strategies to improve artwork acquisition by private collectors.
- Organized artist and art curator workshops
- Contributed to the design and execution of strategies to improve artwork acquisition by private collectors.

Achievements:

- Successfully enhance the customer experience through loyalty programs orientated to artwork acquisition, benefiting business owner, artists and consumers.

Administrative Officer

Faculty of Laws, Rosario National University, Argentina
Feb 2010 – Apr 2020

Key Responsibilities:

- Large volumes of files management.
- Communications between Dean office and sub-secretaries.
- Coordination of large events, such as Ph.D. thesis presentations, including logistics for thesis jurors, and diploma delivery events for over 200 post degree graduates, involving students, professors and academic authorities.

Achievements:

- Promoted to executive level at the Dean office after working in the post-degree secretary.
- Raised 2 categories.
- Thrived in a fast-paced, international, multicultural, and multi-generational environment, demonstrating strong teamwork skills.
- Exhibited creativity and effectiveness in problem-solving, especially in challenging and unexpected situations.
- Developed resilience in the face of setbacks, consistently delivering results even under pressure.

Coordinator - Artistic Residencies

Castagnino+Macro Museum, Rosario, Argentina
May 2010– Dec 2012

Key Responsibilities:

- Coordinated activities at residencies locations serving as a liaison between artists, local authorities and educational institutions.

Achievements:

- Successfully assisted 8 artists in their programme.

TOOLS ●

Figma
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Gephi
Tableau

LANGUAGES ●

Spanish

Native

English

Proficient

HOBBIES ●



Arty-Farty Movies



Reading



Family Adventures