

# LAURA BONIFASI

UX Designer

[www.laurabonifasi.com](http://www.laurabonifasi.com)

LinkedIn: [Laura B.](#)

[me@laurabonifasi.com](mailto:me@laurabonifasi.com)

Phone: (31) 6 383-73886

Rotterdam, Netherlands

## ABOUT ME

As a UX designer, with a strong passion for research, I'm dedicated to exploring human-centred design, curious about why and how people engage with new technologies and what we can do to improve their experiences. I thrive on talking to people and understanding their behavior to put my creativity in motion and design user-friendly products.

My background and extensive experience as a business entrepreneur and cultural coordinator honed the skills crucial for UX design: strong communication, creative problem-solving, and strategic planning. Most importantly, it is the foundational stone in this path of exploring user-centered solutions.

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

## WORK EXPERIENCE

### Assistant, product researcher

UlaunchMe, Apr 2020 – Apr 2022

Key Responsibilities and achievements:

- Note-taking during 25 + client interview, conducted by the market research specialist.
- Support analyzing and synthesizing the gathered data during the research studies.

Achievements:

- Contributed with relevant insights gathered through the research studies to inform the company's business decision and through my collaboration, a significant reduction in time spent on data analysis.

Critical learnings:

- The product wasn't a good market fit at that particular moment.
- People won't get on board immediately with innovation unless it's executed by one of the world top 5 tech companies.
- As being a new concept, customers couldn't compare the product. They had the felt the risk was higher.

### Co-Founder and Co-Director

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

Key Responsibilities and achievements:

- Business and project management: from planning, organizing and co-directing to follow-up activities.
- Design and execution of digital strategies for communication and international engagement: front-end development of website and graphic design for calls, promotions and events.
- Design of open calls for the residencies, including consent forms and seeking sponsors from public and private sectors to support the program.
- Managed the budget, ensuring the project's financial feasibility.

Critical learnings:

- Business management: How to pitch and communicate the business goals to contributors, Successfully secured partnerships with 3 public sector institutions, fostering international collaboration and boosting program reach and support.

- How to expand the network to gain visibility.

### **Digital Strategies Director and Coordinator**

Gabelich Contemporáneo Art Gallery, Feb 2016 – Dec 2020

Key Responsibilities and achievements:

- 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.
- Developed and executed digital strategies that resulted in a 25% increase in artwork acquisition by private collectors through the implementation of loyalty programs. Additionally, organized artist and art curator workshops to further cultivate a strong collector base.

Critical learnings:

- How to create, plan and organize a Reward system to encourage users and customers engagement with the product.

### **Administrative Officer**

Faculty of Laws, Rosario National University, Feb 2010 - Apr 2020

Key Responsibilities and achievements:

- Large volumes of files management, digital organization and storage, and 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.
- Promoted to executive level at the Dean's office after demonstrating strong performance and leadership in the post-graduate secretary role.
- Successfully coordinated 20+ Ph.D. thesis presentations, ensuring smooth logistics for more than 40 thesis jurors and on-time diploma delivery ceremonies for over 200 graduates during my period on post-graduate secretary.

Critical learnings:

- How to solve problems on the spot, being independent and pro active.
- Time and stress management, during the execution of the events.

## **EDUCATION**

---

### **UX Research Diploma, Dec 2023 - Ongoing**

UX Institute, Glasgow Caledonian University

### **UX Design Diploma, Mar 2023 – Nov 2023**

UX Institute, Glasgow Caledonian University

Score: 92 [out of 100]

### **Data Analysis and Visualization Practicum, Sep 2020 - Dec 2020**

Faculty of Humanities, data science school, Utrecht University

Score 8 [out of 10]

### **Base education: Bachelor's degree in fine arts**

Faculty of Humanities and Arts, Rosario National University, Argentina

GPA: 8,63 [out of 10]

## **LANGUAGES – 2**

---

**Spanish**, native; **English**, C1 proficient

## SKILLS

---

**Hard: Research:** quantitative research, qualitative research, research design, data visualization, research storytelling, mixed mixed methods research experience. **Design:** wireframes, proptotyping (Figma [Intermedite], Adobe XD [basic knowledge]), Adobe InDesign, Adobe Illustrator, Adobe. Photoshop.

**Soft:** Decision making, innovative, creative and analytical skills: analytical thinking and problem solving, attention to detail and accuracy, interpersonal strong communication, curiosity and empathy, attention to detail and accuracy, collaboration and engagement, accoutability.