

# Ana Laudado

I'm a **Product Designer** who enjoys defining the right problems just as much as designing intuitive experiences, where I can put my strong UI background in good use.

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## Experience

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### **Airtame** | Product Designer & Design Systems Lead

2020 - Present

As part of the Cloud team (Airtame's web based application to manage devices and control screens), I work closely with the PM and developers to make sure we're solving the right problems, while adding value for our users and taking care of the business goals.

Since 2021, I've been also leading the Airtame UI project (our design system), improving the collaboration between designers and developers. We're delivering faster and better than ever!

### **25Watts Digital Intelligence** | Product Designer

2019 - 2020

25Watts is a well known digital company from Argentina. I was developing flows, wireframes and high fidelity prototypes for websites and apps. My favorite project and when my love for design system was unlocked: the design system for Córdoba Province Government.

### **AvilaSoto Design Group** | UI/UX & Visual Designer

2017 - 2019

Awarded creative agency from Argentina, where I learned how to work in a fast paced environment and did a little bit of everything: from websites, icon sets for apps and marketing campaigns, to branding, editorial and illustrations (I did some infographics for Greenpeace!).

### **South Studio** | Product Designer & Co-founder

2015 - Present

I teamed up with a Front-end developer (that happens to be my husband!) and we started South Studio, a small freelance agency. We did a lot of websites, branding projects, illustrations and small apps. Now we use it as a home for our personal projects, a place to be creative and have fun!

### **Liricus SRL** | UI/UX Designer

2013 - 2015

Liricus is a software factory from Córdoba, Argentina. I started an internship there while I was finishing University, and then got a job offer. I was the first and only designer in a room full of engineers, where I learned how to design websites, apps and even some games!

## Skills

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Visual Design  
Interaction Design  
Design Systems  
User research  
User testing  
Information Architecture  
Wireframing  
Prototyping  
Business understanding  
Project management  
Illustration & iconography

## Tools

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Figma / Sketch / Adobe XD  
FigJam / Whimsical / Miro  
Procreate

## Education

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UI/UX Design Specialization  
California Institute of the Arts  
(Online, 2018)

Graphic Design University  
Degree  
Universidad Empresarial Siglo  
21 (Argentina, 2015)

Graphic Design Bachelor's  
Degree  
Universidad Empresarial Siglo  
21 (Argentina, 2012)

## Languages

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**Spanish** | Mother tongue  
**English** | Fluent