

# Laura Soto Miranda

Product designer with 16 years of experience. I'm passionate about helping people & teams scale and work better together through human-centric design, organized processes & kindness.

## WORK EXPERIENCE

### Senior Product Designer at Deliveroo

London, UK. December 2020–Current

- Lead designer for design systems at Deliveroo. I look after the Figma implementation of our two design systems keeping our component libraries tidy and our documentation organised. I've made significant accessibility improvements to our consumer facing products and I'm working on centralising our colour foundation using design tokens.

### Senior Product Designer at Property Finder

Dubai, UAE. January 2020–November 2020

- Lead designer for the consumer facing products of the real state marketplace (Desktop & mobile website, iOS and Android Apps).
- From discovery to delivery, I work hand in hand with the product manager and engineers to build feasible, delightful and valuable products.

### Design Systems Lead at Emirates NBD

Dubai, UAE. April 2018–December 2019

- Lead the strategy, design and implementation of a multi-brand and multi-platform Design System for Emirates NBD, the leading bank in the zMiddle East region.
- Evangelist of the Design System in the organization constantly communicating, educating and showing stakeholders and team members the value and benefits of a Design System.

### Branding Strategy (Freelance)

2016–2018

Experience with independent branding strategy and art direction in projects with entrepreneurs in Mexico City and Sweden. Working closely with the founders in a co-creative and iterative process to define their brand with a human-centric approach.

## SKILLS

- Great communication & presentation skills
- Sketching & illustration
- Great eye for detail & typography geek
- Process-driven
- Super organized and the Marie Kondo of design
- Workshop planning & facilitation
- Design Research
- Usability Testing
- Accessibility
- People Management

## TOOLS

- **Figma** but also: Sketch, Zeplin, Invision, Abstract
- Adobe InDesign, Illustrator, Photoshop
- Procreate, Rough Animator
- Dovetail
- Jira & Confluence

## TALKS

### Design Systems & Accessibility

with Erin Weigel

UXGhent meet up (online).

December 2022.

### Making Space for Happiness

with Adrian Monroy

- IXDA Dubai Chapter, 2018

- Futuro Flow, 2019.

### **Art Director at ELLE México Magazine**

Mexico City. 2014–2015

Design Manager (4 people), overviewed the visual identity, creative process and delivery of the magazine.

### **Art Director at Expansión Magazine**

Mexico City. 2012–2014

Design Manager (5 people), in charge of the design process of the fortnight publication. Overviewed the brand presence in different platforms and managed different internal and external stakeholders.

## **EDUCATION**

### **MSc in Business & Design**

University of Gothenburg. Gothenburg, Sweden 2015–2017

Master Thesis: Wellbeing & creativity. An explorative study on creative practitioners' experiences of work life.

Co-written in collaboration with Julia Mäarak Leffler

### **BA in Graphic Design**

Universidad Anáhuac del Norte

Mexico City (2003-2007)

Graduated with honors with a GPA of 9.74

## **COURSES & WORKSHOPS**

### **Introduction to Web Accessibility. Edx platform**

Online. October, 2022

### **Creative Research. Bespoke Copenhagen**

Gothenburg, Sweden. January, 2017 (12 hrs)

### **Master Class in Service Design for Business**

Gothenburg, Sweden. December, 2016.

By Service Designer and Researcher Marzia Aricó from Livework / DESMA.

### **Lettering & Calligraphy Workshop**

Molly Jacques, Chicago, IL. November, 2013 (12 hrs)

### **Typographic Creation Workshop I & II**

Mexico City. June 2012 (32 hrs)

## **MERITS**

### **Scholarship**

#### **Gothenburg University**

Gothenburg, Sweden. 2015

Recipient of the University of Gothenburg study scholarship for academic excellency in 2015.

### **Scholarship**

#### **for Studies Abroad**

Mexico City. 2015

Granted by The National Fund for Culture and Arts (FONCA) and the Mexican National Council for Science and Technology (CONACYT).

### **Awards from the Society of Publication Designers, SPD.**

New York City

- 47th edition (2012)  
Design Merit, spread.
- 48th edition (2013)  
Photo-illustration Merit.

## **LANGUAGES**

- Spanish (Mothertongue)
- English (Working proficiency)
- Italian (Medium)

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