

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

3Shape | Senior Product Designer

2023 - Present

3Shape is a well known danish company that offers hardware and software to dental clinics and labs, with users from all over the world. I'm part of the New Portal team, where we bring to the web their most loved desktop products (and on mobile for the first time!) I'm also involved on the new design system project, that will support not only our team, but all the teams when transitioning from desktop to the cloud.

Airtame | Product Designer & Design Systems Lead

2020 - 2023

As part of the Cloud team (Airtame's web based application to manage devices and control screens), I worked closely with the PM and UX researcher to make sure we're solving the right problems, while adding tons of value to the users on the way. On 2021, I also started leading Airtame UI Design System, improving the collaboration between designers and developers, 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 - 2017

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, small apps and even some games!

Skills

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

Tools

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

Education

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

Spanish | Mother tongue
English | Fluent

Ana Laudado



Hello there! My name is Ana, and I'm a Senior Product Designer with a big passion for solving complex problems through detailed interfaces. Originally from Ushuaia, Argentina and currently living in Copenhagen, Denmark.

I've been a designer for almost ten years. I studied Graphic Design, and pretty early in my career I leaned towards the digital side, discovering my passion for interfaces. In my previous roles, I've worked closely with PMs and developers, ensuring we're solving the right problems and adding value to the user, while taking care of the business goals. I have a soft spot for Design Systems, and I have experience working and using them as well as creating and maintaining them. Being a good listener is one of my personal traits, and I use that for my advantage during research stages and testing sessions.

Experience aside, I love illustration and I'm always trying to find an excuse to draw something. I can proudly say that I made some illustrations for Greenpeace Argentina, as well as some book covers. Truth is that if you're my friend and you need a logo or a sticker design, I'll gladly take the challenge.

When I'm not designing or drawing I love experimenting in the kitchen, growing my indoor jungle, exploring new places and trying to catch some live music.

Thank you for taking the time to know me a bit better!

Best,
Ana

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