



## SUMMARY

I'm a Product Designer known for my strong visual skills, keen eye for detail, and robust problem-solving abilities. My passion for design goes beyond aesthetics; it's about creating meaningful experiences that resonate with users and drive tangible results.

Throughout my career, I've had the privilege of working on a wide range of projects, each presenting unique challenges and opportunities. From designing intuitive e-commerce apps to creating immersive social experiences, I've leveraged my diverse skill set to deliver impactful solutions that make a difference.

**[lauraferegrino.com](http://lauraferegrino.com)**  
[lauraosorioferegrino.com](http://lauraosorioferegrino.com)



## EXPERIENCE

Abril 2023 - Present

### **Amazon AWS Fintech**

#### Senior Experience Designer (Contract)

Leading the creation of high performance financial tools to support Amazon's growth. Working across research, UX and visual design to define user experience strategies and prioritize product roadmaps.

Jan 2021 - Jan 2023

### **Meta**

#### Senior Experience Designer (Contract)

Created tools for members and admins of Facebook groups. Defined product strategy, objectives and producing interaction, visual designs and prototyping.

Jan 2018 - Jan 2021

### **iHeartMedia**

#### Senior Experience Designer

Built internal tools to simplify and automate internal processes to drive higher productivity. Collaborated with cross-functional teams to ensure a cohesive end to end experience.

Jan 2017 - Jan 2018

### **JC Penney**

#### Senior Experience Designer

Supported the redesign of the JCP app to enhance the shopping experience. Delivered customer-focused design solutions, informed by research insights, enhanced key user flows and evolved the design system

Jan 2014 - Dec 2016

### **Globant**

#### Senior Experience Designer

Partnered with world class leading brands like CNN, Google and Grey NY. Provided digital solutions to help create successful and innovative products.

## EDUCATION

2020

### **MIT CSAIL**

Human Computer Interaction for User Experience Design Certified Course

2010

### **School of Visual Arts NYC**

Night photography

2005 - 2009

### **Universidad Iberoamericana Mexico**

BA Digital Interactive Design

## TOOLS & METHODS

### **Formative Research**

User interviews  
Competitive Analysis

### **Generative Research**

Affinity Diagramming  
User Personas  
Journey Mapping

### **Summative Research**

Usability Testing  
Heuristic Evaluation  
Cognitive Walkthrough

### **Design & Prototype**

Figma  
Sketch  
Principle  
Origami  
Proto pie