

Laura Pereira

B2B SaaS • Internal Tools • Design Systems

I simplify complex operational workflows into clear, usable products. My experience spans research, information architecture, interaction design, design systems, usability testing and developer handoff.



EMAIL

laurabarbasper@gmail.com

PHONE

+32 492 700558

BASE

Brussels, Belgium

ONLINE

Portfolio • LinkedIn

01 Experience Product ownership in complex operational environments

SEP 2022 — FEB

2026

GERMANY

Product Designer

FIT Additive Manufacturing

- Built and maintained a reusable Figma and Tokens Studio design system across multiple internal products.
- Led end-to-end UX for internal SaaS, ERP, CRM, ticketing and mobile field-operation workflows.
- Designed data-heavy dashboards and multi-state interfaces using responsive and accessibility principles.
- Conducted evaluative usability testing and converted findings into clearer workflows and interface improvements.
- Owned developer handoff and worked directly with engineers on feasible, implementation-ready specifications.

2026 — PRESENT

BELGIUM +
PORTUGAL

Freelance and Independent Product Designer

Independent product projects

- Contributing to hospitality operations and multiplayer mobile experiences through workflow design, interface direction and usability evaluation.
- Current selected work includes Quinta de Seves reservation management and Cowordle Duel.

JAN 2020 — MAY

2022

REMOTE + GERMANY

Freelance UX UI and Graphic Designer

Independent clients

- Delivered UX/UI, website structure and graphic-design work for small businesses and independent clients, including a rural-tourism business.

CORE FOCUS

Complex systems • Internal SaaS • Design systems • Responsive workflows • Research to handoff

02 Selected Product Work Role and delivery status stated explicitly

PROJECT 01

IN PRODUCTION
BEFORE FEB 2026

Manufacturing Process Tracking Application

FIT Additive Manufacturing • Sole Product Designer

- Researched the end-to-end production process through facility visits, interviews with the section lead and operators, and direct observation of manufacturing workflows.
- Translated requirements covering materials, machines, tools, consumables, labour and time into a tracking experience supporting more accurate production-cost understanding.

Quinta de Seves Reservation Management

Independent project • Product Designer

- Designed responsive desktop, iPad and iPhone workflows for whole-house and room inventory, grouped bookings, reservation and payment states, and overlap prevention.
- Completed the agreed UX/UI design scope; implementation and external booking-platform integrations remain in progress.

Cowordle Duel Multiplayer Word Game

Independent collaboration • UX collaborator and usability tester

- Tested live multiplayer flows and identified usability issues involving friend invitations, match entry, synchronisation feedback, mobile interaction and custom-word selection.
- Helped prioritise changes and clarify loading, acceptance and recovery states during active development.

PROJECT 02

UX UI DESIGN
PHASE COMPLETED

PROJECT 03

WORK IN PROGRESS

03 Capabilities and Background

DESIGN PRACTICE

Product design, UX, UI, interaction design, information architecture, prototyping and design systems

User research, interviews, usability testing, journey mapping and evaluative research

Figma, Tokens Studio, Miro, Sketch, Adobe XD and Illustrator

EDUCATION

Professional Diploma in UX Design

UX Design Institute • Credit-rated by Glasgow Caledonian University

Software and Coding Fundamentals for UX

UX Design Institute

Bachelor's Degree in Industrial Design

Universidade da Beira Interior

LANGUAGES

Portuguese

Native

English

Professional

Spanish

Professional

German

Intermediate B1

REFERENCES

Professional and personal reference letters are available through lauriepereira.com or upon request.