

LAURA C LEDESNA

(518) 870-8983 | iamlauraledesna@gmail.com | [linkedin.com/in/iamlauraledesna/](https://www.linkedin.com/in/iamlauraledesna/) | NY, NY

Portfolio: lauraledesna.io

I'm a Senior Product Designer with expertise in AI-powered research and product strategy. I build experiences and systems that are scalable, helping teams move from insight to action faster. I integrate generative AI into the design process to automate research, orchestrate insights, and enable smarter product decisions. I thrive at the intersection of design, data, and technology.

Core Competencies

- Research Automation
 - Facial recognition
 - Conversational Design
 - UX Testing and Strategy
 - Research Ops (AI-powered)
 - Information architecture
 - Zero-UI
 - Scalable Design Systems
 - Data-Oriented Design
 - Action recognition
 - Product Strategy
 - AI Integrations
 - Stakeholder Management
 - Cross Functional Collaboration
 - Web accessibility
-

Professional Experience

Senior Product Designer | Boost

September 2025 - Present

- **Explored adaptive AI agents** to guide users through complex flows and automate critical workflows.
- Defined the long-term UX strategy for a multi-portal ecosystem, **enabling scalability and adaptability across platforms**.
- Redesigned the Vault portal, **delivering PCI-DSS compliant audit logs** that improved transparency and trust.
- **Built and scaled a reusable UI design system** that increased speed and consistency across teams.
- Designed supplier and buyer portals that **streamlined partnership workflows and improved accessibility**.

Senior Product Designer | Freelance

April 2024 - September 2025

- **Created NUVUN (MVP)**, an AI-powered, Zero UI research assistant, **by designing workflows that anticipate user needs, connect insights across projects, and orchestrate tools such as Slack, Notion, and Google Meet**.
- **Designed** the visual and digital identity for Justin Sánchez's campaign, **developing branding and communication assets that supported his successful election as City Council Member in the Bronx (Democratic Party)**.
- **Explored** AI-assisted design workflows using Figma and Cursor, **building modular components, tokens, and conditional logic patterns to advance scalable design systems as part of personal R&D**.

- **Identified areas of improvement through data analysis and user feedback**, prioritizing experiments and implementing process improvements within two months **obtaining a 20% increase in efficiency improvement measured by (KPIs) such as task completion time and user satisfaction scores.**
- **Led user-centered design initiatives** to improve interfaces and implement new features, **reducing abandonment rate by 12% within six months.**
- Informed design decisions by balancing user needs and business objectives. **Balanced trade-offs with development and implementation constraints.**
- **Developed digital solutions to streamline workflows** and improve care outcomes **achieving a 15% decrease in bugs and errors, within six months.**
- **Applied user-centered design principles** to improve user experience by **prioritizing usability and accessibility, achieving a 15% increase in user satisfaction rates within one year.**
- Consulted on UX projects and conducted in-depth research, defined all aspects of work management and documentation (SOW, Gantt Chart, WBS, RACI chart) and helped manage the design budget to meet financial objectives.

Senior UX Designer | Colombian Ministry of National Education

March 2019 - May 2021

- Used Work Breakdown Structure (WBS) and Product Requirements Document (PRD) methods to effectively plan and document project phases within the specified timeframe; achieved quick progress that maintained high quality standards.
- **Led a design team** of three designers in **developing digital products for the platform that resulted in a 40% increase in user engagement and a 35% improvement in customer satisfaction** ratings within eight months.
- **Drove user-centered design processes** through in-depth user studies, usability testing, and iterative prototyping which **resulted in a 30% reduction in user errors and a 40% increased in-task completion rates.**
- **Applied Design Thinking principles** to empathize with users, defined problem statements and devised creative solutions **resulting in a 15% reduction in product development time.**

UX Designer | Ministry of Technology & Communications

March 2018 - January 2019

- **Led UI redesign for an educational program**, where I enhanced platform accessibility and usability which increased adoption among students and educators nationwide. **This resulted in 12% higher user engagement and 20% improved satisfaction.**
- **Developed a design system** for program's digital assets, **reducing inconsistencies by 10% and increasing design efficiency by 20%.** This contributed to faster development cycles and improved user experiences for over 500,000 participants.
- **Designed interactive dashboards and data visualization tools** for program metrics, **which led to 35% more data accessibility and 20% better decision-making processes;** empowered administrators to optimize program outcomes.

Education

Jorge Tadeo Lozano University
Bachelor of Cultural Resource Management and Policy Analysis (2018)
Bachelor of Graphic Design (2014)

Certifications & Training

Google Project Management: Professional Certificate | Coursera | 2024
Design Management | 2016 | Jorge Tadeo Lozano University

Languages

Spanish (first language), English (full professional proficiency)