



Laura Posada

Senior UX/UI Product Designer | Design Systems Specialist

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WHAT I BRING

- Believe that everything is an experience and design should make those moments intuitive, meaningful, and human.
- Passionate about human-centered design and simplifying complexity with empathy, curiosity, and resourcefulness.
- Collaborative team player who builds bridges across design, product, dev, and business to create lasting impact.

CORE SKILLS & TOOLS

- **Design:** Figma, Storybook, Adobe Creative Suite
- **Collaboration & Ops:** Jira, Asana, Confluence, Google Workspace, Notion, Agile / Scrum methodologies
- **Technical:** HTML, CSS, JavaScript

WORK EXPERIENCE

DIRECTV | SENIOR UX/UI DESIGNER & FUSION DESIGN SYSTEM LEAD

February 2022 - Present

- Contributed to the Fusion Design System within the Digital team by creating and building new components and tokens, ensuring consistency, scalability, and accessibility across directv.com.
- Designed and refined Upper Funnel experiences as part of the Customer Acquisition team (homepage, global nav, search, promotional modules) that supported an average of 10M+ monthly site visitors, reducing drop-offs by ~15% in navigation flows.
- Mentored fellow designers and teammates, guiding them on Figma workflows, token usage, component building, and usability testing best practices.
- Partnered with Business & Marketing teams to design experiences aligned with business initiatives, making offers more appealing and user-friendly.
- Collaborated with developers to ensure accurate UI implementation and smooth translation of design into code.
- Advocated for design operations and accessibility best practices, embedding them into everyday workflows to improve efficiency and inclusivity.

WHITE CAP | UX/UI DESIGNER & DESIGN OPERATIONS SPECIALIST

September 2020 - February 2022

- Acted as a bridge between design, marketing, and business units, ensuring alignment across campaigns and digital initiatives.
- Designed and launched new e-commerce content pages for WhiteCap.com, contributing to a 12% increase in sales and improved customer engagement.
- Built and maintained design workflows and brand standards, reducing turnaround times by ~20% and enabling scalable consistency across digital and print experiences.
- Partnered with internal stakeholders and external vendors (print, photography, development) to deliver high-quality assets for campaigns reaching thousands of contractors nationwide.

ADDITIONAL WORK EXPERIENCE

LANDMARK COMMUNICATIONS | UI DESIGNER & PRODUCTION ARTIST

August 2018 - September 2020

- Delivered digital and print assets for local and state political campaigns, helping drive awareness and voter engagement across multiple regions.
- Produced advertising materials and campaign collateral reaching audiences of 50K+, ensuring impact and consistency under tight deadlines.
- Collaborated with clients and vendors to manage production workflows, balancing creativity with execution efficiency.

BEST FRENCH TUTOR | UI DESIGNER

September 2014 - November 2018

- Designed the BestFrenchTutor mobile app from inception to launch, including UI, visuals, and interaction design.
- Created digital assets for BestFrenchBook.com, covering artwork, cover design, and specifications for print production.
- Produced multimedia materials (presentations, animated content, voiceovers) to support online learning experiences, reaching hundreds of students worldwide.

CERTIFICATIONS

- The AI-Driven Product Designer– LinkedIn Learning
- Accessibility for UX Designers – LinkedIn Learning
- Design Systems: From Components to Product Ecosystem – LinkedIn Learning
- DesignOps Essentials - Nielsen Norman Group
- House Coaching Certification – House Coaching Institute

ASSOCIATIONS & COMMUNITY

- Cherokee County Encuentro Latino
- IxDA Atlanta
- UX Research Atlanta
- Ladies That UX ATL

LANGUAGES

- Spanish (native)
- English (fluent)
- Portuguese (intermediate)

REFERENCES

AARON JACKSON

Director, Experience Design /
Creative Director
DIRECTV

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MARCOS LIRA GOMEZ

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