

LAURA BENAVENTE

Senior Product Designer

I design digital products that turn complexity into intuitive experiences by combining strategy, emerging technologies and interaction design.

Education

Universitat Oberta de Catalunya
Bachelor's Degree in Digital Design
and Creation
2019 - 2022

NEOLAND
UX/UI Design
2018 - 2019

**Amsterdam University of Applied
Sciences**
IBMS International business and
Management Studies
2015 - 2016

Skills

Product design
Interaction design
Design System
UI design
UX design
Design Strategy
Accessibility
Generative AI for Design
Stakeholder Management

Tools

Figma
Adobe Creative Suite
Claude Code
GitHub Copilot
VS Code
Pendo

Languages

Spanish native
English C1
Dutch B1

Technical Skills

HTML, CSS, JavaScript
TypeScript

Experience

Wolters Kluwer
Senior Product Designer
Jun 2021 - Jul 2026 - Internacional - Remoto

B2B SaaS products for accounting firms and professional services, collaborating with international Product, Design and Engineering teams.

- End-to-end product design, from discovery, user interviews and research to interaction design, prototyping, validation and developer handoff.
- Complex B2B solutions including document management, Dashboards, digital portals, task management, time tracking, e-signature and tax-related workflows.
- Worked in a fully international environment in English, collaborating with Product Directors, Architects, Domain experts and stakeholders across multiple markets.
- Contributed to the evolution of the global Design System, improving consistency, accessibility and reusability across products.
- Applied generative AI and code-assisted prototyping to accelerate exploration, documentation, validation and solution development.

Frog
Senior Interaction Designer - frog
Feb 2019 - Jun 2021 - Madrid
Designed digital products and connected experiences for Telefónica, one of the world's leading telecommunications companies, across mobile, TV and smart home platforms.

- Designed consumer-facing products including Smart WiFi, Secure Connection and Living Apps, ensuring seamless experiences across devices.
- Designed complex operational tools, including a CMS and partner dashboard used to create, manage and monitor Living Apps.
- Produced user flows, interaction models, high-fidelity prototypes and design specifications for research, testing and development.
- Collaborated with multidisciplinary teams across Product, Engineering, Research and Business throughout the entire product lifecycle.
- Presented and defended design decisions by balancing user needs, business goals and technical feasibility.

Freelance UX designer
Designed digital experiences, websites, applications and branding projects for clients across different industries.
2018 - 2019

Accounting & Finance
Accounting, invoicing, accounts receivable/payable and bank reconciliations.