

LAURA HUNDZINSKI DA ROCHA

Product Designer (UI/UX) | Engineering Background | UX for Complex Enterprise Systems

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Curitiba, PR, Brazil

[Linkedin profile link](#)

[Portfolio: www.allyouneedislauv.com](#)

(Open to Remote)

ABOUT ME

Product Designer (UI/UX) with a Computer Science background and experience in healthcare and enterprise environments. Specialized in transforming complex systems into intuitive, accessible digital experiences. Combines UX research, interface design, and technical feasibility to deliver measurable improvements in usability, efficiency, and user engagement. Experience in accessibility best practices, designing responsive interfaces for web and mobile platforms. Led end-to-end product design processes from discovery and research to high-fidelity prototypes and developer handoff, collaborating with cross-functional teams including developers, analysts, and stakeholders in large organizations.

PROFESSIONAL EXPERIENCE

Technology & Engineering Trainee: (Product Design and Front End)

ExxonMobil | January 2024 - January 2026

- Contributed to UX/UI design initiatives focused on communication, accessibility, and internal training platforms.
- Applied front-end knowledge to ensure scalable and maintainable interfaces.
- Supported data analytics initiatives to improve employee interaction with internal systems.
- Collaborated with product and engineering teams to design workflows and interfaces for internal tools used in chemical transportation processes.
- View related case study** → [allyouneedislauv.com/enterprise-web-app](#)

System Analyst (UX Focused)

Secretaria de Estado de Saúde do Paraná (SESA PR) | April 2023 - December 2023

- Analyzed system workflows and user pain points across healthcare sectors through stakeholder feedback and usability evaluation.
- Designed and developed low-code web applications that improved daily operational efficiency by 72%.
- Focused on accessibility and usability for public sector employees.
- Collaborated with stakeholders to prioritize features based on impact and feasibility.
- Improved data visualization and reporting clarity for internal decision-making.

Translator (Freelancer)

Suzy M Curti | August 2022 - May 2023

Translated official documents (Portuguese ↔ English) for US immigration processes, ensuring accuracy, compliance and English fluency.

SKILLS

Product Design (UI/UX): UX Research, Wireframing, Prototyping, Interaction Design, Usability Testing, Design Systems, SaaS Product Design, B2B platforms, Accessibility (WCAG).

Tools: Adobe Cloud, Figma, Mural, WebFlow

Technical Foundation: HTML, CSS, JavaScript, React, Angular, Low-Code Development

Data & Analytics: SQL, Power BI, Data Visualization, Excel, Reports and Presentations

Methodologies: Design Thinking, Agile, Scrum

EDUCATION

Bachelor's Degree in Computer Science

Pontifícia Universidade Católica do Paraná (PUCPR) | 2022-2025

CERTIFICATIONS

Google UX Design Certificate

Coursera | May - December 2025

Comprehensive 8-course program by Google covering user research, prototyping, usability testing, user-centered design, accessibility and much more.

SPEAKING & WORKSHOPS

Speaker and Capacitator: ExxonMobil's Visual Design 101 Training | October 2025

I facilitated an 8-hour training on visual design fundamentals, covering visual hierarchy, content structure, and user-centered design principles. Participants developed poster projects applying these concepts and received Level 1 proficiency certification.

Speaker (ExxonMobil's Design Week and PUCPR Academic Week): Eye-conic Ideas in Motion | October 2025

My original lecture about Creative Visual Design and the importance of creativity within web development, visual design and interactive design, teaching techniques on how to develop this important muscle.

LANGUAGES

English: Fluent | **Portuguese:** Native | **Spanish:** Basic | **Japanese:** Basic (Self-taught)