

Laura Laasik

UX/UI Designer

+372 55682668
laura.laasik@gmail.com
Tallinn, Estonia
Open to remote work
Open to relocation

[LinkedIn](#)
[Website](#)

EDUCATION

UX Design certificate with specialization in UI
CareerFoundry, Berlin
2024

MA in Photography
Aalto University, Finland
2022

BA in Fine Art
Hanze University,
The Netherlands
2018

Graphic Design
Tartu Art School, Estonia

SKILLS

Product Design
User Experience Design
User Interface Design
User Research
Design Thinking
User Interviews
Card Sorting
User Personas
Information Architecture
Wireframing
Usability Testing
Prototyping
Visual Design
Graphic Design
Photography

TOOLS

Figma
Photoshop
Illustrator
Indesign
Lightroom
Lysnna

LANGUAGES

Estonian Native
English Fluent

PROFILE

Product designer with a background in graphic design and photography. Creative team player with good problem-solving skills, with experience in project planning and coordination. Ambitious to create meaningful connections between users and products.

PROJECTS

Weather app VELA | UX Immersion | CareerFoundry Jun 2023 - Jan 2024

Process: User Research, Competitor Analysis, Affinity Mapping, Task Analysis and User Flows, Usability Testing, Preference Test, Rapid Prototyping, Brand Design, Typography

Result: Designed a mobile-first weather application for water sports aficionados who quickly need to check weather reports. An app displays complex weather data in an easy-to-comprehend manner, with additional community and safety features.

Real estate app DOME | UI Specialization | CareerFoundry Jan 2024 - Mar 2024

Process: Responsive Design, Wireframing, UI Elements and Design Patterns, Style Guide, Designing for Various Breakpoints, Icon Design, Logo, Mockups

Result: Designed a responsive web app for new investors, to learn about the ins and outs of various investing possibilities and find potential properties in their preferred area.

PROFESSIONAL EXPERIENCE

Guest Lecturer Tartu Art School
Mar 2022 - Present Estonia

- Created a course based on expertise in photography and design, to teach students to apply conceptual thinking in their work processes and solve design problems through peer reviewing.

Teacher Viimsi kool
Jan 2021 - Oct 2023 Estonia

- Mentored a pilot project Unicorn Squad - to get more young girls into robotics and tech, which resulted in implementing this program as part of the main curriculum.
- Designed and conducted various artistic courses outside of the main curriculum.
- Supported children with extra needs.

Graphic Designer and Photographer LemonOne, AFF OÜ, Freelance
2012 - Present Finland, Estonia

- Freelance photographer for LemonOne (2018 - 2019).
- Freelance graphic designer (2013 - 2021).
- Graphic designer in Aff OÜ (2012 - 2013). Designed various visuals and templates from catalogues, logos, stickers, banners to commercial designs for windows or cars.

OTHER ACCOMPLISHMENTS

Worked on and initiated various projects, exhibitions, exchanges and residencies in the past 10 years. Applied research-based methodologies - interviews, photo elicitations, archives etc. in artistic processes to develop conceptual research projects. View more from a [fine art portfolio](#).