

# Laura Petre

## PRODUCT DESIGNER

[lpetredesign.com](http://lpetredesign.com)

[laurapetredesign@gmail.com](mailto:laurapetredesign@gmail.com)

[linkedin.com/in/laura-petre/](https://linkedin.com/in/laura-petre/)

**Business-thinking and multidisciplinary product designer with a passion for building digital products and services that create value for customers and drive business growth.**

## SKILLS

Problem Definition

Product Strategy

User-Centered Design

Design Thinking

Usability Testing

User Research

Competitive Research

Interaction Design

Interface Design (Web & App)

Information Architecture

Wireframing & Prototyping

Visual Design

User Flows

Design Systems

Responsive Web Design

Agile Development

## TOOLS

Figma

Zeplin

Sketch

Adobe Creative Suite

Jira & Confluence

Productboard

HTML & CSS

Webflow

## WORK EXPERIENCE

### AcuityAds - Product Designer

APR 2021 – OCT 2022, TORONTO

- Collaborated with Product Managers, Engineering and other stakeholders to develop and launch new product features, and improve the platform's functionality and aesthetic appearance, contributing to increased product adoption, user satisfaction and revenue growth.
- Created concept sketches, UX flows, wireframes, final UI mockups, and interactive prototypes and collaborated with developers on implementation.
- Conducted user interviews and usability testing sessions to guide design decisions, and iterated on designs to balance customer & business needs.
- Worked with the analytics team to identify friction, inform decision-making and identify emerging issues and trends.

### Sid Lee - UX/UI Designer

FEB 2021 – APR 2021, TORONTO

- Designed a website for Old Style Pilsner to increase brand awareness and traffic on the e-store and other brand-related pages and to provide Pil fans with a digital space to experience Pil Country.
- Created wireframes, visual assets and website UI components ensuring the visual design aligned with the brand's style guidelines.

### Joey Ai - UX/Digital Designer

DEC 2018 – APR 2020, TORONTO

- Designed responsive website mockups, landing pages, email marketing templates, social media campaigns, touchscreen interfaces and other marketing collateral materials for various clients to increase brand awareness and user engagement.
- Created infographics for marketing campaigns and brand-related content, and organized and maintained brand design systems and libraries to ensure visual design consistency.

### Various Marketing & Advertising Agencies (Montana Steele, BlackJet, Padulo, DDB Canada) - Digital Designer

SEP 2001 – DEC 2018, TORONTO

- Worked with brand strategists, account managers and developers to create website mockups, email templates and layouts of magazine ads, direct mail, brochures, and signages.
- Assisted in the concept development of various creative projects, from brief to final production details.

## EDUCATION

**Nielsen Norman Group** - Designing Complex Apps for Specialized Domains, Interaction Design Course | 2022

**BrainStation** - User Experience Design Diploma | 2020

**George Brown College** - Web Design & Development | 1015 - 2017

**Humber College** - Advertising & Graphic Design Diploma

**National University of Arts, Bucharest** - Bachelor of Fine Arts