



Laura Hysenaj

UX/UI Designer

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Profile

Creative and analytical UX/UI Designer skilled in user research, wireframing, and interactive prototyping. Completed 10+ practical projects focused on usability, accessibility, and responsive design, using HTML and CSS basics to bridge design and development. Motivated to turn complex ideas into clear, people-centered digital experiences.

Education

UX/UI Design training program

2025 | FASTWEB DIGITAL ACADEMY

Master in UX/UI Design & AI

2024 - 2025 | SART2IMPACT UNIVERSITY

Master in Digital Marketing

2023 | LINKEDIN LEARNING

Certification in Fundamentals of Digital Marketing

2023 | GOOGLE DIGITAL TRAINING

Commercial and Advertising Diploma

2020 | IISS MARCO FANNO

Languages

- Italian (Native)
- English (Fluent)
- French (Basic)

Skills

Adobe Photoshop

User Research

Adobe Illustrator

Wireframing

Figma

Prototyping

Sketch

User test

Work & Projects

UX/UI Design - 2025

Craigslist

- I completed the **redesign** of the Craigslist platform, with the goal of improving usability, accessibility, and user trust.
- I conducted user and competitor research, including **benchmarking**, **surveys**, **user personas**, a detailed **heuristic analysis**, and **user journey** mapping.
- I designed low- and high-fidelity **wireframes** and interactive **prototypes** in Figma, and validated each solution through **testing** sessions with real users.

Frontend Developer - 2024

Personal Website

- Designed and developed a personal portfolio website using HTML and CSS.
- Focused on simplicity, responsive layout, and accessibility best practices

UX/UI Design - 2024

JOJOB

- I led the complete redesign of the JOJOB website to improve usability, accessibility, and user engagement.
- I carried out in-depth **user research** (benchmarking, surveys, user personas) and a detailed **heuristic analysis**, mapping **user journeys** to identify pain points and opportunities.
- I created low- and high-fidelity **wireframes** and interactive **prototypes** in Figma, and validated the design choices through **user testing** sessions.

UX Consultant - 2024

Be Spoke Consultants

- Executed a comprehensive UX audit, identifying usability issues and providing strategies for improvement.
- Performed heuristic evaluations and analyzed information architecture to optimize navigation.

Brand Identity Designer - 2024

Meditactive

- Conceptualized and developed a comprehensive **Brand Identity** for MeditActive, including Logo Design, color palettes, typography, and iconography.
- Designed visual content for **social media** (Facebook, Instagram, YouTube thumbnails)