

Laura Escudé

digital product designer

 San José, Costa Rica

Big-picture thinker, dedicated to craft, and delighted by new findings.

Latest work experience

Fjord, Service & Interaction Senior Design Lead

Sep 2020 – present

Spearheads the design offering that started our local Fjord studio and steadily furthered its abilities and competencies as it grew to 60+ designers.

- Leads design research and execution for products and services in the US and LATAM in industries as varied as banking, non-profits, retail, technology, life sciences, energy, and transportation.
- Supports growth strategy on demand planning and talent selection.
- Coordinates local Fjord Trends effort by moderating workshops and supervising synthesis.

Fjord, Service & Interaction Design Lead

Jan 2019 – Sep 2020

Instrumental to the opening of the first Fjord office in Hispanic America. Works onsite to conduct UX Research and co-create digital solutions alongside clients from the retail industry. Supports the first Accenture Development Partnerships project in México working alongside NGOs for social impact. Serves as Inclusion and Diversity Lead for the studio.

Accenture, User Experience Architect Specialist

Dec 2015 – Jan 2019

Works as a Lead UX, handling client communication, often guiding several projects in parallel, and leading visual designers, frontend developers, and quality assurance analysts to achieve clear deliverables that crystallize the product's vision.

Community

Interaction Latin America 2021, Conference Co-chair

Jul 2019 – Dec 2021

Envisions ILA21, leads local IxDA team to pitch it to LATAM chapters, and steers execution, adjusting to the pandemic to deliver the first virtual IxDA conference in the region, a multilingual 3-day gathering attended by 800+ designers.

- Presents on the stages of ILA19 in Medellín and Interaction20 in Milán.
- In charge of identifying, reaching out to, and securing potential sponsors.
- Participates in the curation of the program.
- Creates social media pieces and upgrades website to visual brand identity.
- Answers support questions and requests.
- Moderates speaker Q&A sessions.

Interaction Design Association (IxDA), San José Local Leader

2018 – present

Connects with designers in Latin America through social media as well as by coordinating meetups and events.

Previous work experience

SweetRush

- Instructional Design Team Coordinator
 - Build Manager
- 2013 – Nov 2015

BOSZ digital (now Prodigious Latin America)

- Production Manager
 - Motion Designer
- 2011 – 2013

Lakelubbers

Web Designer
2009 – 2010

Education

International Masters of Interaction Design

Universidad Veritas, Costa Rica, 2015

Architecture and Urban Design

**all credits completed for a Licenciata's degree*

Universidad de Costa Rica, Costa Rica, 2012

Consulting

Development Alternatives (DAI), Consultant

USAID's Regional Climate Change Program
May 2015 – Nov 2015

International Union for the Conservation of Nature (IUCN), Consultant

Sep 2015

Certifications

Designing Interactive Spaces

Copenhagen Institute of Design (CIID), Costa Rica, 2018

Specialist, Project Management

Instituto Tecnológico de Costa Rica, Costa Rica, 2014

SCRUM Master

SCRUM Alliance, 2012


Languages

TOEIC

Listening and reading, 990 points (2011)

Contact

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