# LAURA DOWELL BALLESTA

## CREATIVE TECHNOLOGIST

## CONTACT

- ✉ laudowell@gmail.com
- 📍 Cádiz, Spain / London, UK.
- 🌐 www.lauradowellballesta.com

## PROFILE SUMMARY

Friendly and results-driven professional with over 6 years of experience in coding and a proven track record in project delivery and management. I bring expertise in leveraging AI for industry applications, delivering innovative projects, and fostering cross-disciplinary collaboration. My skill set includes proficiency in the Adobe Creative Suite, curriculum development for STEM education, and hands-on teaching experience.

## EDUCATION

**2024-2025 (current)**
**OPEN UNIVERSITY OF CATALONIA**

- Masters in UX/UI Design

**2020-2024**
**CREATIVE COMPUTING INSTITUTE, UNIVERSITY OF THE ARTS LONDON**

- BSc Creative Computing (First Class Honors)

**2019 - 2020**
**CENTRAL SAINT MARTINS**

- Foundation Diploma, Art and Design

## LANGUAGES

- Native English
- Native Spanish
- B2 French DELF Certificate
- A2 Italian

## SKILLS

- Python, C++, JavaScript, CSS, SwiftUI, Processing, P5.js
- Figma/Wireframing
- Adobe Creative Suite
- Laser Cutting, UV Printing
- Sewing, Fabrics
- Large Language Models, GPT API, and Machine learning systems
- Big Data and Data Analysis, Data Scraping
- 3D modelling / Printing
- Prototyping and Brain Storming
- Drawing, Painting

## WORK EXPERIENCE

**The LEGO Group, London**　　　　　2023-2024
Hardware A.I. Intern

- Collaborated with the London Hardware team within the Creative Play Lab, actively contributing to brainstorming sessions, workshops, and usability testing.
- Initiated and developed an innovative project showcased company-wide, earning significant recognition and prompting organization-wide collaboration for expansion.
- Worked with the Billund (Denmark) team to further develop the project, gaining valuable cross-cultural teamwork experience.
- Named Main Inventor in the project now in the patenting process, demonstrating creativity and innovation in hardware and design solutions.

**Building Imagination, London**　　　　2022 - 2023
Robotics, VR and Coding Club Leader

- Taught Robotics and Virtual Reality classes to children aged 3 to 11 in after-school clubs, fostering engagement and interest in technology.
- Contributed to curriculum development, integrating K-12 AI literacy principles to create a foundational understanding of A.I.
- Used Scratch to teach foundational coding concepts through creative analogies and interactive activities.

**Community Tech Aid, London**　　　　2022 - 2023
Volunteer and iOS Developer

- Developed an iOS app using SwiftUI, tailored to support the charity's mission and beneficiaries.
- Designed and implemented a user-focused interface, enhancing usability and engagement through insights gathered from beneficiary interviews.
- Used Figma for wireframing and iterative design, ensuring the app met user needs effectively.
- Conducted workshops and taught community members essential tech literacy skills, fostering digital inclusion.