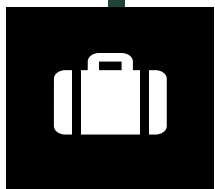




LARA FERRER

Product Designer
www.lara-ferrer.com

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- Zaragoza, Spain



WORK EXPERIENCE

- jul 2025
-now

Product Designer

Neurored

 - Leaded the Design System project from its start to its adoption across teams: business, design and dev stakeholders.
 - Designed and developed components using Lightning Design System within the Salesforce platform.
 - Promoted a Design Ops culture across the design team.
 - Worked with Design Token collections to leverage the core from our Design System.
- feb 2023
-jun 2025

Design Engineer

Adidas

 - Web app development using React
 - Component Development and documentation inside our Design System and related component libraries.
 - Develop collaboration across design and development teams using DesignOps methodologies
 - Implement new systems to improve user experience, specially web performance
- nov 2021
-jan 2023

Design Engineer

Plain Concepts

 - Web app development using React and Angular
 - Developed a custom CMS that allowed users to drag and drop components in the UI and custom them
 - Usage of Storybook to develop and document components
- oct 2018
-jul 2021

Web & product designer

SocialOnce

 - Design and development of websites and e-commerces using Wordpress and Woocommerce
 - Hi-Fi prototyping using Figma



EDUCATION

- may 2025
-dic 2025

Master in UX/UI
- sept 2024
-jan 2025

BSc in Creation and Digital Design
- oct 2022
-jan 2023

Design Systems Course
- oct 2020
-sept 2022

Higher Degree in Web Applications Development
- jul 2021

UX/UI intensive course
- oct 2018
-jul 2019

Master in Marketing, Advertising and Design. Specialization in Web Development

“

I am **Lara**, a restless soul born in the city of the wind 🌿. Since I was a teen I began to feel curious about the **union of design with technology** and I began to take my first steps in the world of web development 🖥️ specially when working with Design Systems.

I **love to learn on my own** in my spare time. I am **restless and curious** by nature and I always try to gain valuable learning from any experience.

CERTIFICATES

- Friends of Figma Zaragoza

Group Lead
- Essential DesignOps

LinkedIn
- Auditing Design Systems for Accesibility

LinkedIn

SKILLS

- HTML/CSS
- JAVASCRIPT
- REACT
- FIGMA
- TYPESCRIPT
- STORYBOOK

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- >

linkedin.com/in/lara-ferrer/
- >

x.com/lara__ferrer
- >

github.com/lara-ferrer
- >

thesystemicdesigner.substack.com