

MORAFKOVÁ LAURA

UI/UX Designer & Cultural Strategist



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EDUCATION & CERTIFICATIONS

- Google UX Design Professional Certificate | Coursera
- Bachelor of Liberal Arts and Humanities | Eötvös Loránd University

TECHNICAL TOOLKIT

- PM Tools: Google Workspace.
- Design: Figma, WordPress, Canva
- AI Tools: Gemini, Chatgpt, Midjourney, NotebookLM
- Organizer: Excel, Google Slides

Language

English
Hungarian

👤 Profile

User Experience Designer with a Google Professional Certificate and a background in cultural strategy. Expert in bridging the gap between complex human behaviors and intuitive digital interfaces. Passionate about AI-driven solutions and streamlining workflows, with a proven track record of translating abstract concepts into high-fidelity prototypes and scalable design systems.

💡 Core skills

- **Design Tools:** Figma, Canva, WordPress.
- **UX Research:** User Interviews, Usability Testing, Persona Mapping, Information Architecture.
- **Prototyping:** Wireframing (Low/High-Fi), Interactive Mockups, Design Documentation.
- **Emerging Tech:** AI Workflow Analysis, Immersive Experience Criticism, Digital Storytelling.

👜 Work Experience

UX DESIGNER | Freelance

- **Prototyping:** Architected intuitive user interfaces and high-fidelity Figma prototypes to validate digital product concepts.
- **Usability Testing:** Translated user pain points into actionable design solutions through rigorous testing and research.
- **Design Systems:** Maintained brand consistency by developing comprehensive style guides and component libraries.

Freelance Journalist & Cultural Strategist | Multiple Publications

- **Digital Engagement:** Increased readership across 5 major art magazines by authoring specialized features on the synergy between technology, AI, and artistic expression.
- **Innovation Leadership:** Pioneered critical discourse on immersive art and was the first student invited to present at a major conference regarding AI's impact on design workflows.

Curator & Cultural Strategist | Képező Gallery, A.P Gallery

- **Spatial & Interaction Design:** Managed the spatial arrangement of high-profile exhibitions, applying principles of visual hierarchy and user flow to physical environments.

Contemporary Art strategist | Petőfi Cultural Agency

- **Visual Strategy:** Coordinated contemporary art projects, ensuring high-fidelity visual standards for international representation.
- **Systems Thinking:** Managed complex cultural workflows, aligning artistic vision with institutional goals.