

# LAIA GONZALEZ CALL

UX/UI DESIGNER  
DATA ANALYST

Barcelona, Spain

## EDUCATION

### Post Graduate Program in User Experience Design:

University of Texas at Austin  
June 2024 - December 2024

UI/UX for Data-Drive Business  
App

### Master's Degree in Big Data Analytics and Information Tech

University of Central Missouri  
August 2021 - December 2022

### Bachelor of Engineering Design Technology

University of Central Missouri  
January 2017 - May 2021

## SKILLS

### Design

User Experience · Interaction Design  
· User Interface · Digital Prototyping  
· Visual Design · Wireframing · Low-  
High Fidelity Mockups

### Research

User Interviews · User Testing ·  
Information Architecture · A/B  
Testing · Competitor Analysis ·  
Design Strategy

### Software

Figma · FigJam · HTML · CSS  
· Tableau · Apache Spark · Jupyter  
Notebook · InDesign · C# · CSS  
· Python · Revit · AutoCAD ·  
MicroStation

### Soft Skills

Collaboration · Critical Thinking ·  
Problem Solving · Accessibility ·  
User Empathy

### Language

Catalan · Spanish · English · French



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## EXPERIENCE

### Structural BIM Engineering Technician (Remote)

Dubois Consultants - Kansas City, Missouri 2023 – present

- Developed detailed BIM models and construction drawings for structural projects using Revit, ensuring alignment with design standards.
- Developed BIM models and automated workflows (Revit + Dynamo) to optimize efficiency.
- Collaborated on the design of structural components for a water treatment plant, leveraging data to inform engineering decisions and meet deadlines.

### Graduate Teaching in the Design and Drafting Department

University of Central Missouri, Warrensburg - MO 2022 - 2023

- Taught two courses in Autodesk AutoCAD and Revit, focusing on design documentation and 3D modeling.
- Led student support via digital channels and in-class sessions, fostering engagement and understanding.
- Designed a tactile 3D campus map to improve accessibility for visually impaired students.

### UX/UI KMOS TV Programming and Communications

KMOS, Warrensburg, Missouri 2019 – 2021

- Designed digital campaigns to engage local/national audiences.
- Built interactive dashboards in Tableau for internal reporting, improving data access for non-technical teams.
- Redesigned the KMOS website to enhance navigation, streamline usability, and apply user-centered design principles.

## PROJECTS

### Travel Match (2025) - Figma, HTML/CSS

- Designed responsive UI for personalized itineraries. Led research, wireframing, and usability testing (88% success rate).

### Purple Pals (2024-2025) - Figma, FigJam

- Designed to help users discover, plan, and engage in recreational activities tailored to their interests, location, and social preferences. Defined information architecture, user flows, and high-fidelity mockups.

### Crime Prediction Analysis - Pyspark, python, SQL, Jupyter notebooks

- Designed dashboards to visualize San Francisco crime trends, prioritizing clarity, accessibility, and data storytelling for non-technical users.

## ATHLETIC ACHIEVEMENTS

### Track and Field Scholarship Recipient (2017-2021)

Awarded a full athletic scholarship to compete in NCAA Division II Track and Field at University of Central Missouri.

### NCAA All-American (Multiple Honors)

Earned All-American honors in Track and Field for performances in:  
60m Hurdles · 4×400m Relay