Lawrence Walker

Product Designer · UX/UI · Design Systems · Framer · AI workflows with Claude

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English (native) · Italian (native) · Spanish (professional) · Catalan (basic)

PROFILE

Product designer with 3+ years taking products from user research to launch: mobile apps, SaaS dashboards and marketing websites. I design in Figma, launch websites in Framer, and work daily with Claude (Claude Code, MCP) to prototype, audit and ship faster, without waiting on a developer. Before design I spent 7 years in the superyacht industry, which taught me to work with demanding clients and small, close-knit teams. Based in Barcelona; open to on-site, hybrid or remote roles across Europe.

EXPERIENCE

Freelance Product & UX/UI Designer
Jan 2024 – Present

Self-employed · Barcelona / Remote

Websites and digital products for companies and organisations, working remotely from Barcelona. Main clients:

> **Arepo ESG Strategy**
> Mar 2026 – Present
> ESG advisory firm, Milan · Website Case study ↗
> - Redesigned arepoesg.com and built it in Framer: site architecture, visual design, CMS, CSRD and EU regulation pages, GDPR integration.
> - Connected Claude Code to the live Framer project via MCP to audit and fix accessibility, alt text, copy and QA across every page.

> **Appload · JAcademy app**
> Feb – Apr 2025
> Hairdressing academy app, Rome · Contract Case study ↗
> - Redesigned the information architecture and onboarding of the JAcademy mobile app: course discovery, booking and feedback.
> - Built interactive prototypes to test feature ideas before development; delivered full handoff specs.

> **UniOrienta**
> 2025
> University platform, 30,000+ users
> - Redesigned the activity section and improved task discoverability, validated through 3 rounds of usability testing.

> **Ordine Psicologi Lombardia**
> 2024
> Regional board of psychologists
> - Designed an end-to-end SaaS dashboard for the regional board of psychologists.

Lead UX/UI Designer
Mar 2025 – Jul 2026

Byup (food-tech startup) · Remote · Full-time Case study ↗

- Led end-to-end design of three connected products: a customer ordering app, a waiter operations app and a SaaS management dashboard.
- Found 23 critical pain points through qualitative research across all user roles, and defined the post-launch success metrics: ordering time and waiter task completion.
- Built an atomic design system with 120+ components and two-tier design tokens; reached 95% implementation fidelity through design QA with developers.
- Used Claude + Figma MCP to audit token naming, variable scopes and WCAG 2.1 AA contrast across the whole library.

Co-Founder & Lead Designer

Mar 2025 – Present

Sailing Match Recruitment · Barcelona Case study ↗

- Co-founded a B2B recruitment platform connecting sailing professionals with luxury yachts; led all design, from brand identity to UX/UI and the live website.
- Launched the site in Framer, then rebuilt it with Claude Code: I directed the AI agent from my designs, with no developer on the team.
- Grew the site to 1,000+ visits; designed a crew wellbeing feature with personalised psychological support.

UI Designer (Volunteer)

Oct 2024 – Feb 2025

Fantaleague, fantasy football app · Barcelona / Remote

- Designed mobile interfaces from wireframes to high-fidelity prototypes, working with UX and engineering.
- Iterated the core game flows based on usability tests and stakeholder feedback.

UX/UI Designer, Internship

Jan – Jun 2022

Offtryp (travel startup) · Milan · On-site

- Ran user research that shaped design decisions and contributed to a 30% increase in user satisfaction scores.
- Designed web and mobile interfaces: wireframes, prototypes and responsive layouts in Figma and Sketch.

SKILLS

Product & UX: User research · Journey mapping · Information architecture · Wireframing · Prototyping · Usability testing · Accessibility (WCAG 2.1 AA)

UI & systems: Visual design · Design systems · Design tokens · Component libraries · Responsive & mobile-first · Micro-interactions

AI with Claude: Claude Code · Claude connected to Figma and Framer (MCP) · AI-assisted prototyping · AI design QA: accessibility, tokens, contrast · Prompting for design workflows

Tools: Figma · Framer · Miro · Maze · Hotjar · Optimal Workshop · Dovetail · Lookback · Sketch · Adobe XD

Ways of working: Design Thinking · Double Diamond · Lean UX · Agile · Stakeholder management

EDUCATION

UX/UI Design Bootcamp, full-time (400 h)

Ironhack, Barcelona · Sep – Dec 2023

Final project for a real client, Athlos Sports Travel: mobile-first platform for booking group accommodation for sports tournaments, from user research to booking flow. Case study ↗

Professional Diploma in UX Design + UI Design Diploma

UX Design Institute (Glasgow Caledonian University) · 2021 – 2023

BEng Yacht Production & Surveying

Solent University, Southampton · 2009 – 2014

CERTIFICATIONS

Framer Masterclass

Framer University · Mar 2025

Motion Design with Figma

Udemy · Jul 2024