

Clara Torres

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Multidisciplinary Designer ✦ ✧ ✦

Specialized in experience and communication design. Skilled in user-centric research, concept development from insight generation to prototyping, and the delivery of compelling visuals and strategic narratives. Thrives in complex projects and is passionate about design for innovation and social sustainability.

Work Experience

HP Inc. · Graduate Experience Designer [es] Oct. 2024 – now

- Contributed to a departmental north star; co-facilitated design sprints and workshops to align direction, prioritize use cases, and outline roadmaps.
- Researched and authored a Future of Work trends report (AI, technology, social) to inspire future thinking and strategic foresight; presented to leadership.
- Designed user journeys and interfaces for AI-driven use cases, supported by exploratory interviews; produced decks for CIO/ITDM conversations.
- Trialed emerging AI tools (image/audio generation; app/web builders such as Lovable and Figma Make); shared findings in early-discovery efforts.

Porto Editora · Freelance Graphic Designer [pt] Jan. 2022 – Sep. 2023

- Produced vector illustrations for textbooks in multiple subjects, ensuring legible and visually consistent materials to support learning.

Education

Umeå Institute of Design · MFA Interaction Design [swe] 2022 – 2024

- Explored the structure and behavior of interactive systems and services, within a research-driven, international, and multidisciplinary environment.
- Worked on projects in complex and diverse industries such as forestry, medical, and automotive. Applied user-centric research methods including contextual interviews, hands-on prototyping, and stakeholder workshops.

University of Aveiro · BA Design [pt] 2018 – 2021

- Developed a strong foundation in conceptual development of artefacts, with core studies in product and communication design.

Languages

Portuguese (native)
English (full professional)
Spanish (elementary)

Skills

Interface design, User journey mapping, User interviews and workshop facilitation, Low-fidelity physical and digital prototyping, Storyboarding, 3D modeling, Vibe coding

Tools

Figma, Adobe Illustrator, Photoshop, Premiere, After Effects, Fusion 360, Microsoft Office Suite, AI Tools (Lovable, Midjourney, Runway, Figma Make)