Laurent Pavesi

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My portfolio website | LinkedIn
Whiteabbey, Newtownabbey, Northern Ireland

SENIOR UX/UI DESIGNER AND RESEARCHER

XR, MOTION AND BRAND

Nearly 7 years across the full product cycle, from stakeholder interviews and usability testing to design systems and engineering handoff. Designed a VR creative product for animation and film professionals. 20 years in advertising, e-learning and web design.

Experience

SENIOR UX/UI DESIGNER AND RESEARCHER

Animotive, Belfast, Jan 2020-Nov 2026

- Owned UX/UI design and research as the sole designer on a VR animation application, from first paper prototypes to release
- Ran usability testing with 26 participants across two research phases
- Tuned VR interface scale, distance and visual design through repeated user testing, for a more usable, professional product
- Ran stakeholder interviews and affinity and journey-mapping workshops
- Built a modular design system, within the engine's constraints
- Worked daily with management, developers, QA, marketing and sales; used AI tools to process research data and generate design options
- Designed the company website, branding and guidelines

SENIOR DIGITAL DESIGNER

Genesis Advertising, Belfast 2016-19

- Designed and delivered press, web and TV content for Tourism NI, Water NI, Spar and more

SENIOR DIGITAL DESIGNER

Irish International BBDO, Dublin 2010-16

- Designed and delivered press, web and TV content for AIB, Guinness, Road Safety Authority, Virgin Media and many more
- Designed company website

HEAD OF DESIGN

Adwalker Plc., Dublin 2005-09

- Designed and delivered interactive content for Warner Brothers, Spar and many more
- Designed company branding and website

CREATIVE DIRECTOR

Learnex Ltd., Dublin 2003-05

- Designed and delivered E-learning multimedia training solutions for the salesforce of pharmaceutical multinationals Abbott, TAP and Takeda
- Designed company branding and website

MOTION DESIGNER - VIDEO EDITOR - INTERFACE DESIGNER

EmergeSmart, Dublin 2001-03 *(same duties as above)*

3D ARTIST/GRAPHIC DESIGNER

Piranha Bar (Formerly The Picture Company), Dublin 1999-01

- Designed and delivered video sequences for TV, film and advertising

GRAPHIC DESIGNER/FRONT END DESIGNER

Bocom, Dublin Mar-Oct 1999

- Designed and delivered websites and branding material

Toolkit

Figma/Claude/ChatGPT/Gemini/
Claude Design+Code/Perplexity/Meta/Grok/Midjourney
Adobe Creative Suite/Google Workspace/Blender

Education

DEGREES AND DIPLOMAS

Professional diploma in UX/UI UXDI 2019

MSc. in Multimedia Systems
Trinity College Dublin, Computer Science Dept. 1998

Dual BA. in Fine Art: Sculpture & History of Art
National College of Art & Design, Dublin 1996

UX/UI LICENCES & CERTIFICATIONS

AI for prototyping UXDI 2026
AI for designers IXDF 2025
UX design for Virtual Reality IXDF 2025
UX design for Augmented Reality IXDF 2025
Object-Oriented UI design IXDF 2025
Design for thought and emotion IXDF 2025
Design thinking IXDF 2025
Human-Computer Interaction IXDF 2025
Journey mapping IXDF 2025
XR Design and Prototyping Circuit Stream 2024
UX Research UXDI 2024
Understanding software UXDI 2021
UI design UXDI 2020

Skillset

RESEARCH

Research planning and methodology
Stakeholder & user interviews
Competitive analysis
Benchmarking
Usability studies (inc. remote)
Surveys
User journey mapping
Affinity mapping

DESIGN

Wireframing & prototyping
User interfaces
Workflows
Mobile/web design
Layout
Accessibility design, ARIA, WCAG
Onboarding

CRAFT

Graphic and Motion Design
Brand and identity design
Storyboards/Animatics

Languages

English and French - fluent
Italian and Spanish - conversational