

Laura Block

Freelance product designer and researcher with 6+ years' experience across fintech, energy, edtech and AI products. I take projects from discovery and research through UX, UI and testing to launch.

EXPERIENCE

E.ON Next, Senior Product Designer JUL 2025 - MAR 2026, AUG - OCT 2026

Led user research and design of renewable technology sales journeys, newly built home journeys, and bereavements. Helped improve design and research practices within two departments, taking research recruitment from weeks down to 18 minutes, and insight generation from days to hours.

Trabu, Senior Product Designer MAR - MAY 2026

Led research and discovery, shaped the market proposition and V1 of the web version of Trabu.

Flylane, Founding Product Designer MAR - JUN 2025

Designed the MVP of an agentic AI to augment the education counselling service.

Neuron, WTW, Senior Product Designer APR 2024 - FEB 2025

Championed design alignment between UK and US stakeholders. Advocated for data-driven product decisions and created new research practice.

NatWest, Product Designer JAN - MAR 2024

Drove user research and design, collaborating with a content designer to establish content principles for engaging, bite-sized mobile app exercises.

Kitt, Founding Product Designer NOV 2022 - OCT 2023

Created a custom design system with documentation. Key results from end-to-end journey redesigns include a 400% increase in location updates, a 50% increase in broker enquiries, and consistently positive B2C mobile app feedback.

BP, Product Designer MAR - NOV 2022

Owned the payment method management journeys for a global fleet management platform. Conducted extensive user interviews and usability tests. Proactively partnered with the design systems team to establish content patterns.

Various Clients, Product Designer MAY 2020 - MAR 2022

Project highlights include space bookings app, food bank management app, onboarding flow for UHNWI clients, pensions education hub for people aged 50+.

EDUCATION

Columbia University in the City of New York— English Literature

John Jay Scholar, Presidential Global Fellow, Summer Enhancement Fund Award.

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SKILLS

Research: user interviews, usability testing, research ops, synthesis.

Design: UX, UI, interaction design, design systems, Figma.

AI: designing AI and agentic products, AI-assisted prototyping.

Facilitation: workshops, design sprints, stakeholder management, presenting.

FEATURED IN

Figma: [Airing Dirty Laundry](#)

Design with Paavan:
[I spoke to the UK's top freelance UX designer](#)

[This iPad workflow will transform your UX game](#)

ACHIEVEMENTS

Founded Shoes Daddy, an improv comedy troupe, with multiple London shows.

Mayor of London's Resilience Fund Award, for Spaze Food Bank management app.

Sutton Trust Community Champion Alumni Award, for involvement in the alumni community.

Co-founded Design at Columbia, Columbia University's community of 800+ members.