

# Laeticia Holland

Product Designer · UI/UX · Digital Health & Wellness

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<https://laeticiaholland.framer.website/>

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## ABOUT

Product designer with 3+ years designing digital health and wellness products that translate complex health data into intuitive, consumer-facing experiences. My work combines user research, interaction design and thoughtful visual design to create products that feel clear, trustworthy and accessible. I care deeply about how products make people feel, and believe good design should empower people to understand, trust and confidently use the products they rely on.

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## EXPERIENCE

### Product Designer — Digital Health & Wellness — Freelance / Contract · Remote

Sep 2024 – Present

Working as the primary product designer on early-stage digital health and wellness products, leading design from discovery through to production-ready developer handoff.

- Designed intuitive, mobile-first interfaces that transform complex health information into clear, accessible user experiences.
- Collaborated closely with founders, clients and engineers to shape product direction, iterate on designs and deliver production-ready UI.
- Led end-to-end product design for an AI-assisted clinical documentation platform, designing workflows that transcribe consultations, generate draft clinical notes and support clinician review to reduce documentation burden.
- Conducted user research and usability testing to validate product decisions with real clinical and patient perspectives
- Designed accessible, mobile-first interfaces, user flows and interactive prototypes for web and mobile products
- Designed scalable design systems and reusable components to improve consistency, accelerate development and support future product growth.
- Partnered closely with engineers to deliver production-ready designs, ensuring accessibility, consistency and accurate implementation

### UI/UX Designer (Part-Time) — Quina Ribeiro Lda. · Remote Jul – Aug 2024

- Conducted qualitative user research and usability testing to inform design direction
- Designed user flows, wireframes, high-fidelity interfaces and interactive prototypes, iterating closely with stakeholders and engineers.

### UI/UX Designer Intern — DIXITAL · UK Mar – Nov 2024

- Produced user flows, journey maps, and high-fidelity prototypes for multiple product initiatives
- Contributed to scalable design systems, reusable UI components and accessibility improvements.
- Supported usability testing and early product validation activities

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## SELECTED WORK

### Altus — Fitness & Nutrition Platform · 2025

Collaborated closely with the client and engineer to shape the product's UI, look and feel, creating a cohesive visual language, intuitive user experience and scalable design system that established a strong foundation for future product growth.

### **MediScribe — AI Clinical Documentation Tool · 2026**

Designed an AI-assisted clinical documentation workflow that transcribes consultations, generates draft clinical notes and supports clinician review—reducing documentation burden while improving patient safety and understanding.

### **Mindme — Mental Health Support Platform · 2024**

Designed an end-to-end mental health platform that created a trusted, supportive space for patients to track their wellbeing and share meaningful health insights with therapists, improving continuity of care between sessions.

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## **SKILLS & TOOLS**

- **Product Design:** End-to-end product design, UI design, UX & interaction design, feature design & iteration, design systems
- **Research:** User interviews, usability testing, journey mapping, competitive analysis, research synthesis
- **Tools:** Figma (UI design, prototyping, design systems), FigJam, Miro, Jitter
- **Accessibility:** WCAG-compliant design, accessible interfaces
- **Collaboration:** Cross-functional collaboration with founders, engineers, clinicians and product stakeholders