

## Adriano Latorre

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### About me

I'm a senior UX designer focused on information architecture, interaction design and copywriting. I enjoy working with multidisciplinary teams and being involved in every phase of product development.

### Professional skills

- User experience design.
- Information architecture.
- Interaction design.
- UI design.
- Copywriting.
- HTML and CSS expert.
- Web design.
- Usability and web accessibility.

### Languages

Spanish	Native
Catalan	Native
English	Full professional proficiency

## Work experience

2022

### Senior UX designer at Airplane Solutions

Airplane Solutions builds flexible, powerful and secure software solutions for the everyday needs of airline companies. They offer pricing, schedule and calendar software that improve efficiency, revenues and costs of airlines.

I'm in charge of improving and simplifying the app experience for our customers while developing new features that align with business requirements. Additionally, I collaborate with the team to design and write a significant part of Airplane's external communications, including the company website and corporate presentations.

User experience design, Information architecture, Interaction design, Copywriting, and Web design.

2021 – 2022

### Senior UX designer at GammaUX

GammaUX is a UX and digital innovation consultancy specialising in experience design and talent recruitment.

I have collaborated with CaixaBank, one of their key accounts, to design, test, and develop new features and user flows for the banking mobile app and desktop website. My role encompassed every stage of the process, from ideation, copywriting, and design to conducting user interviews and testing prototypes, ensuring that the development process met the high standards of quality and usability expected.

User experience design, Information architecture, Interaction design, Copywriting, and Web design.

2020 – 2021

### **Senior UX designer at FinLoop**

FinLoop is a next-generation real estate finance app that provides a fully integrated software solution for securing, managing, and closing commercial real estate loans.

I was responsible for designing both the product and the company website. My focus was on translating business requirements into features with intuitive user flows and clear communication, making a complex real estate loan app more accessible and user-friendly.

User experience design, Information architecture, Interaction design, Copywriting, and Web design.

2018 – 2020

### **Senior UX designer at Suntransfers**

Suntransfers.com offers low cost airport transfers worldwide through their website.

I contributed to the redesign of the Suntransfers booking experience, refreshing the overall visual aesthetic of the brand.

User experience design, Information architecture, Interaction design, Copywriting, and Web design.

2018 – 2018

### **Senior UX designer at Vilynx**

Vilynx is a startup that uses machine learning to develop an artificial intelligence capable of extracting, analyzing and understanding the existing concepts and relationships within any type of textual or audiovisual content.

Together with the design team, I have contributed to establish a good user experience with the redesign and continuous improvement of the Dashboard, the interface that allows programming, consulting and obtaining results from

the information analysis that Brain —the artificial intelligence algorithm— makes. I have also taken part in the design of the corporate communication for the Vilynx website and the company presentations.

User experience design, Information architecture, Interaction design, Copywriting, and Web design.

2014 – 2017

### **UX designer at Spines**

Spines is a startup developing an application to help educational institutions, companies and people to build deep and lasting knowledge.

Using agile methodologies in a self-organized team, I have helped to build the user experience and the design, functionality and appearance of both the application and the Spines website. I have also been in charge of writing—in English and Spanish—most of the Spines message in a multitude of web pages, blog articles, publications in social media and in Connections, the Spines newsletter.

User experience design, Information architecture, Interaction design, Copywriting, and Web design.

1997 – 2014

### **4 more positions as information architect, copywriter, and web designer at Arista Barcelona, httpcomunicació, and freelance**

For clients such as Abertis, Ajuntament de Barcelona, Arsys, Autopistas, Barcelona Activa, Buff, butxaca, Caprabo, Cibernàrium, Dentaïd, Grupo Husa, Iris Barcelona, Médicos Sin Fronteras, Nissan, Oxfam Intermón, Piensa Solutions, Querida Carmen, SEAT, Yoghourtería Danone, and many more.

Information architecture, Copywriting, and Web design.

## Education

1997 – 2001

Multimedia Degree at Universitat Oberta de Catalunya.

1996 – 1997

Multimedia Master at Universitat de Barcelona – Les Heures.

1994 – 1996

Philology and Linguistics at Universitat de Barcelona.

## Contact

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