



ADRIAN NEILA SERRANO

UX DESIGNER

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UX/UI Designer with 5 years of experience in crafting user-centric experiences. Holding a **M.Sc. in HCI Design**, I'm skilled in both **design** and **research** aspects. My **frontend background** bridges design with technology. Comfortable in **Agile** and thriving in **remote** and **multicultural** global settings, I've successfully collaborated with diverse teams worldwide. With a **curious mindset**, I am always eager to delve into new learning and growing opportunities.

SKILLS

User research

Etnography studies, Interviews, Surveys, Usability Testing, Heuristic Evaluation, Focus Groups, Design Thinking, Personas, User Journeys & Flows, Competitive Research, Scenarios, Card Sorting.

Design

Human-Centred Design, Interaction Design, Accessible Design (WCAG 2), Adaptive Design, Wireframing, Low- & High-fidelity Prototyping, Design Systems, Storyboards, Information Architecture, Interactive Prototyping.

LANGUAGES

English	(fluent - C1)
French	(intermediate - B2)
Spanish	(native)
Spanish Sign Language	(native)

EDUCATION

M.Sc. Human-Computer Interaction & Design

KTH Royal Institute of Technology & Université Paris Saclay · 2021

B.Sc. Computer Science

Polytechnic University of Madrid · 2014

EXPERIENCE

UX/UI Designer (Remote)

Evoloom (*e-learning*) · 2023

- Developed compelling UI for courses on an e-learning platform, meeting tight deadlines, using existing educational resources.

User Researcher

Ubisoft (*video games*) · 2022

- Conducted 50+ user research sessions and playtests, gathering qualitative and biometric data to **uncover gameplay issues**.
- Delivered actionable insights to 15+ stakeholders, **tackling player frustrations** and **enhancing gameplay engagement**.

UX Researcher & Designer

University Paris 8 (*academia*) · 2021

- Led the design of a pioneering wearable prototype from concept to completion, involving 70 participants and 20+ research sessions.
- Crafted 3 initial prototypes, made 2 major updates to one, and executed 5 testing rounds, confirming potential for further work.

UX/UI Designer

DV Business Solutions (*telecommunications*) · 2016–2019

- Direct user-centred design efforts culminated in an **increase of 11% in Net Promoter Score** and **annual savings of at least €7,500**.
- Led dozens of research activities with staff across several teams and a competitive analysis, **driving design and feature decisions**.
- Crafted and iterated **hundreds of visual design artifacts** to ensure clear communication of design intent and technical viability.
- Launched two new products** using an MVP approach and **merged 7 products into a unified platform** serving 10,000+ users.

UX/UI Designer

Polytechnic University of Madrid (*education*) · 2014–2016

- Conducted 40+ usability tests, **raising the System Usability Scale (SUS) score by 12%** and **positive feedback by 72%**.
- Created the UI for a QA platform used by 3,000+ educators, driven by strong user-centred and usability best practices.