

Adrián Neila Serrano

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Summary

I am a UX designer and researcher able to balance different stakeholders needs and with knowledge on frontend technology thanks to my computer science background and experience in dual roles.

Education

European Institute of Innovation & Technology (EIT)

Double degree Master of Sciences in Human Computer Interaction Design

- Université Paris Saclay – Paris, France (2020/2021)
- KTH Royal institute of Technology – Stockholm, Sweden (2019/2020)

Graduation 2021

GPA = 3.64

Polytechnic University of Madrid

Bachelor's Degree in computer engineering

- Computer Science Faculty – Madrid, Spain

Graduation 2014

Samsung Tech Institute – Polytechnic University of Madrid

Android Apps development

Advanced aspects in Android

2014 & 2015

200 hours course | Oct 2014

80 hours course | Jun 2015

Core Competencies / Technical Skills / Technical tools

- | | | |
|--|-------------------------|--------------------|
| · Card Sorting | · Adobe Xd | · C++ |
| · Design Thinking | · Adobe Premiere | · CSS 3 |
| · Persona Creation | · Adobe Photoshop | · GIT |
| · Interactive Prototyping (Hard- & Software) | · Balsamiq | · HTML 5 |
| · Requirements Definition | · Figma | · NPM |
| · User Research | · Justinmind Prototyper | · Vue.js |
| · Usability Testing | · Microsoft Office | · JavaScript (JS6) |
| · UX & UI Design | · OmniGraffle | |
| · Wireframes | | |

Professional Experience

University Paris 8

Mar 2021 – Aug 2021 (6m)

HCI research intern: Sound awareness wearables for deaf and hard of hearing people

- Analysed the state-of-the-art and conducted user research with deaf participants (questionnaires, interviews, focus groups) in sign language
- Designed and developed a wearable hardware prototype
- Designed the evaluation tasks and protocol and evaluated the prototype with deaf users

Digital Virgo Business Solutions

Apr 2016 – Jun 2019 (3y 3m)

UX/UI Frontend Engineer

- Designed the user experience and user interface and developed the frontend part of two new products used by 2000 operators as their main job tool with increased performance and satisfaction
- Unified six stand-alone products into a new product. Collaborated with different departments articulating different interests. Designed new features to improve experience for 3500+ users
- Supported the development of part of the company style guide in collaboration with a visual designer

Polytechnic University of Madrid (UPM)**Jun 2014 – Apr 2016 (1y 11m)****UX Designer & Frontend Developer**

- Established User Centred design as the first stage of all five GAUSS modules development. Directed the user research, and user evaluation for a new module. Developed the frontend of this module used by 3000+ professors

GAUSS is a platform created to provide support for processes of the Systems of internal quality assurance of the centres of the Polytechnic University of Madrid

CETTICO R&D Group – UPM**Jan 2014 – Jun 2014 (6m)****UX Designer & Researcher**

- Designed user interfaces prototypes for a stand-alone semi-automatic accessibility evaluation tool from Hera-FFX Firefox plugin. Analysed context of use and usability problems through the design process via user's research. Created prototypes and evaluated them with users; Analysed results

Neo Labels**May 2013 – Sep 2013 (5m)****UX Consultant**

- Collaborated to the user centred design efforts for web pages and a app through wireframes and card sorting to improve information architecture

El Mundo Chair on Digital Communications – UPM**Jun 2012 – Feb 2013 (9m)****Usability & Accessibility Intern**

- Conducted usability and accessibility evaluations of Orbyt –*the digital content platform of the national newspaper El Mundo*–
- Performed a usability heuristic analysis and usability evaluation comprehending literature review and user research (recruitment, interviews, contextual inquiries, and field studies). Designed the tasks, target user profiles, quantitative and qualitative metrics, etc.
- Performed an accessibility evaluation according to W3C WCAG 2.0 compliance test including all legally required success criteria in Europe –levels of conformance A and AA–. Carried out results analysis.

TICProc – Solutions (Junior Enterprise of UPM)**Sep 2011 – Jul 2014 (2y 10m)****Vice Chairman, Frontend Developer & UX Consultant**

- Participated in small projects as freelancer during part of my bachelor

Languages

- **Spanish** – Native and **Spanish Sign Language** – Native
- **English** – Proficient user / Advanced (98/120 TOEFL – Jan 2019 before master)
- **French** – Independent user / Intermediate

Additional Information / Additional

- **Cultural Experiences:** Visited 14 countries in 3 continents and lived in 3 countries
- **Leadership:** Selected by the Fulbright commission to participate on *Summer Institute for European Student Leaders* program of the United States Department of State (2007)