

Adrian Neila Serrano

UX/UI Designer · User Researcher

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[Online portfolio](#)

EXPERIENCE

Ubisoft – User Researcher

Paris – April 2022 - July 2022

- Conducted user research and user testing workshops and gathered qualitative, quantitative and biometric data.
- Analyzed research data to present actionable insights to different stakeholders in an agile environment.

University Paris 8, – UX Designer

Paris – March 2021 - August 2021

- Lead design process from research and conceptualisation to prototyping and user testing to inform design decisions for a wearable hardware prototype.

DV Business Solutions – UX/UI developer

Madrid – April 2016 – May 2019

- Created wireframes, prototypes, user journeys and new features to reduce complexity and improve user experience for products used by 5500+ users.
- Unified six products into a bigger one collaborating with product managers and development teams to balance and translate business, technical and UX requirements into design deliverables.
- Gathered and evaluated UX requirements and co-created project specifications, style guide, components library and user manuals.

Polytechnic University of Madrid – UX/UI developer

Madrid – June 2014 - April 2016

- Advocated for the users, coordinated and conducted the user research and usability testing for a new platform's module.
- Developed the frontend of this new module used by 3000+ professors.

Several Institutions – UX designer positions

Madrid – June 2012 – [...] – June 2014

- Worked as a UX designer/researcher, creating multiple design artifacts and evaluating usability and evaluated accessibility via WCAG 2.0 guidelines.

EDUCATION

KTH Royal Institute of Technology & Université Paris Saclay

Double master's degree in
Human-Computer Interaction and Design

Graduated 2021 – Stockholm, Sweden & Paris, France

Minor: ICT Innovation and entrepreneurship.

Polytechnic University of Madrid Bachelor's degree in Computer Science

Graduated 2014 – Madrid, Spain

SKILLS

Research & Design: Accessibility, Heuristic and Usability evaluations; Design thinking, Journey mapping, Exploratory and Evaluative research, Field studies, Focus groups, In-depth interviews, Personas, Prototyping, Surveys, Wireframes...

Tools & Development: Adobe Photoshop, Premiere and Xd; Figma, Balsamiq, HTML + CSS + JS, Vue.js, Notion, Wrike, Trello, MindManager, Office suite...

LANGUAGES

Spanish & Sign language (native)
English (complete business)
French (business)

ADDITIONAL INFORMATION

International experiences: Visited 17 countries in 3 continents and lived in 3 countries.

Personal interests: Finances, technology, cultural diversity, traveling and self development.

Personal projects: [InSignum](#) is a personal attempt to increase the quality of life of deaf and hard of hearing people.