

# Adrián Neila Serrano

UX Designer · UX Researcher

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## CAREER SUMMARY

- UX Designer/Researcher with 4 years of experience improving experiences through an end-to-end design process and good communication skills.
- Expertise leading and moderating UX research workshops and communicating actionable insights.
- Good collaborative skills promoting the best relationships to work with different stakeholders, especially with dev teams thanks to my computer science background.

## DESIGN & TECH SKILLSET

Design thinking	Adobe Photoshop
Information Architecture	Adobe Premiere
Journey maps	Adobe Xd
Navigation flows	Balsamiq
Prototyping & wireframing	Figma
User Research (Interviews, studies...)	HTML + CSS + JS
Usability Testing	Office / Notion / MindManager

## PROFESSIONAL EXPERIENCE

### **Ubisoft** User Researcher Apr 2022 – Current

- Adjusted methodologies to meet needs and support the lead in the requirement specification to react to the quick evolution of the industry.
- Actively participated in the recruitment of participants, preparation and moderation of the tests and workshops, and the gathering of qualitative, quantitative and biometric data.
- Analysed the tests and workshops results to deliver actionable synthesised results to stakeholders.

### **University Paris 8** User Experience Design intern Mar 2021 – Aug 2021

- Managed the UX research/design project tasks from the first to the final stages.
- Analysed the state-of-the-art and conducted user research (recruitment, interviews, focus groups, surveys) with deaf participants in sign language.
- Designed and developed a wearable hardware prototype. Designed its interaction design and conducted its usability testing.

### **Digital Virgo Business Solutions** UX designer/UI Frontend engineer Apr 2016 – May 2019

- Designed the UX from ideation and developed, using agile, the frontend of a product used by 2000+ end-users, increasing performance and satisfaction while maintaining continuous improvements.
- Unified six products into one thanks to good project management skills and ability to communicate and collaborate with several teams.
- Designed new features to refine the UX of a cloud communication platform for 3500+ end-users.
- Supported the UI designer on the evolution of the company's design system.

**Polytechnic University of Madrid** UX research & Frontend Developer Jun 2014 – Apr 2016

- Evangelized User-Centred Design and best practices as the first stage of all development.
- Coordinated and conducted the user research (interviews) and usability testing for a new GAUSS platform's module.
- Developed the frontend of this new module used by 3000+ professors using agile methodology.

**Polytechnic University of Madrid** UX research intern Jan 2014 – Jun 2014

- Designed the user interface (sketches, wireframes...) for an accessibility evaluation tool.
- Conducted usability testing to identify and prioritise usability problems and validate design solutions.
- Created prototypes and evaluated them with end-users to enhance the tool design and UX.

**Neo Labels** UX Consultant May 2013 – Sep 2013

- Asked to prepare multiple assets (wireframes, sketches, etc.) for the cross-functional team to improve information architecture and user journeys of websites and apps.

**El Mundo - Polytechnic University of Madrid** UX research intern Jun 2012 – Jan 2013

- Conducted accessibility evaluation and moderated test with end-users of Orbyt –Spanish national newspaper El Mundo's digital content platform–
- Performed usability heuristic evaluations and usability testing comprehending literature review and user research methods (interviews, contextual inquiries, and surveys).
- Designed the usability testing tasks, target user profiles, and defined the metrics.
- Performed an accessibility evaluation according to levels of conformance A and AA from the WCAG 2.0 compliance test. Reported results analysis.

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EDUCATION

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**Double Master's degree in Human-Computer Interaction Design by European Institute of Technology**

Graduated 2021

Université Paris Saclay (Paris, France)

KTH Royal Institute of Technology (Stockholm, Sweden)

**Bachelor's degree in Computer Science** Graduated 2014

Polytechnic University of Madrid (Madrid, Spain)

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LANGUAGES

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**Spanish** – Native proficiency.

**Spanish Sign Language** – Native proficiency.

**English** – Full professional proficiency.

**French** – Limited professional proficiency.

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ADDITIONAL INFORMATION

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

**Leadership:** Fulbright selected to participate in the *Summer Institute for European Student Leaders* program of the United States Department of State (2007).

**Personal interests:** Cultural diversity, travelling, finances, and learning