Adrián Neila Serrano

UX designer & Front-end developer

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Education

EIT MSc. In Human Computer Interaction Design (2019/2021)
Université Paris Saclay – Paris, France
KTH Royal institute of Technology – Stockholm, Sweden

Bachelor's Degree in computer engineering | Graduation: 2014
Universidad Politécnica de Madrid – School of Computing – Madrid

Android Apps development |200 hours course (Oct 2014)
Advanced aspects in Android |80 hours course (Jun 2015)
Samsung Tech Institute – Universidad Politécnica de Madrid

Professional Experience

UX/UI Frontend Engineer (April 2016 – Jun 2019)
DV Business Solutions

Designed the UI and developed the frontend part of two new products. One of them is used by around 2000 operators as their main job tool.

Designed a new product which comprehended six former stand-alone ones developed by different departments and technologies. New features were also designed and added to offer a smooth experience to more than 3500 estimated users.

Contributed to the development of the company style guide in collaboration with a graphic designer.

UX Designer & Full-Stack Developer (Jun 2014 – April 2016)
Universidad Politécnica de Madrid

Established UX design as the first stage of all GAUSS modules development, instituting a user-centered design approach. In charge of user research, wireframes, and test with final users with dummy HTML for a new module.

Fully developed the front-end of this new module. First phase in operation for more than 3000 professors at that time.

> *"GAUSS is a platform created to provide support for processes of the Systems of internal quality assurance of the centers of the UPM."*

At that moment it had five modules

Skill Set

· A/B Testing
· Card Sorting
· Design Thinking
· Persona creation
· Prototyping
· Requirements Definition
· Site Maps
· Usability Protocols
· User Research
· Usability Testing
· UX & UI Design
· Wireframes

Tech

· C++
· CSS 3
· GIT
· HTML 5
· MySQL
· NPM
· PHP
· Vue.js
· JavaScript (JS6)

Design

· Adobe XD
· Adobe Premiere
· Adobe Photoshop
· Balsamiq
· Justinmind Prototyper
· Microsoft Office
· OmniGraffle

UX Designer (Jan 2014 – Jun 2014)
CETTICO R&D Group – Universidad Politécnica de Madrid

Designed two user interface prototypes for HERA stand-alone –a semi-automatic accessibility evaluation tool– originated from the Firefox plugin HERA-FFX.

The design process covered usability problems analysis through surveys and comments from users; context of use analysis; low fidelity prototype creation and usability evaluation with users; medium fidelity prototype realization; analysis and results report.

UX Consultant (May 2013 – Sep 2013)
Neo Labels

Produced wireframes that contributed to UCD efforts for ten responsive web pages. Helped improve information architecture for most of them using card sorting.

Usability & Accessibility Intern (Jun 2012 – Feb 2013)
El Mundo Chair on Digital Communications – Universidad Politécnica de Madrid

Conducted usability and accessibility evaluations of Orbyt –the digital content platform of the national newspaper El Mundo–.

The usability evaluation included a context of use analysis through published usability studies of online media and user research that includes interviews, contextual inquiries, and field studies; test parameters as tasks, profiles, objective metrics and subjective measures to take, etc.; recruitment of users; pilot tests; facilitator and note-taker tasks and results analysis and report. A usability heuristic analysis was also carried out.

The accessibility evaluation was performed according to W3C WCAG 2.0 compliance test including all the success criteria legally required in Europe –levels of conformance A and AA–. Analysis and report of the results were also carried out.

Vice Chairman, Front-End Developer & UX Consultant (Sep 2011 – Jul 2014)
TICProc – Solutions (Junior Enterprise of Universidad Politécnica de Madrid)

Participated in small projects as a subcontractor. Develop with other partners simple Web pages, using CMSs. I began as a fellow on the first years and became the vice-chairman.

Languages

Spanish & Spanish Sign Language – Native
English – Advanced (TOEFL iBT score 98 of 120 – Jan 2019)
French – Basic/Intermediate