



# ADRIAN NEILA SERRANO

## UX DESIGNER

[Portfolio](#)

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Experienced UX Designer boasting 4+ years in the field and an M.Sc. in Human-Computer Interaction & Design. Proficient in **prototyping** and **user research** to craft intuitive experiences.

Leveraging a **frontend** background, I bridge design with technical feasibility, fostering seamless collaboration with multidisciplinary teams. Continuously seeking avenues for growth and advancement.

## SKILLS

### Research

User Research, Interviews, Focus Groups, Surveys, Usability Testing, Heuristic Evaluation, Personas, User Journeys, Task Analysis, Scenarios, Card Sorting, Market Research, Competitive Analysis.

### Design

Interaction Design, UI Design, Product Design, Information Architecture, Accessible Design (WCAG 2.0), Responsive Design, Wireframing, Storyboards, Low- and High-fidelity Prototyping.

## EXPERIENCE

### UX Engineer

*Evoloom (e-learning)* · 2023

- Crafted compelling online courses for an e-learning platform leveraging existing educational resources.

### User Researcher

*Ubisoft (videogames)* · 2022

- Conducted user research, playtesting workshops and gathered qualitative, quantitative and biometric data.
- Synthesized research findings into actionable insights to different stakeholders in an agile environment.

### UX Researcher / Designer

*University Paris 8 (academia)* · 2021

- Led the design process from research and conceptualization to prototyping and testing of a pioneering wearable prototype.

## LANGUAGES

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

## EDUCATION

### M.Sc. Human-Computer Interaction & Design

*KTH Royal Institute of Technology & Université Paris Saclay*  
(Graduated 2021)

### B.Sc. Computer Science

*Polytechnic University of Madrid*  
(Graduated 2014)

### UX Engineer

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

- Crafted design artefacts and features, reducing complexity and enhancing user experience; **boosted Net Promoter Score by 11%** for a base of 10,000+ users.
- Balanced business, technical, and UX perspectives to inform decision making and product direction.
- Unified six products into a seamless cloud communications solution, fostering collaboration across teams and departments.
- Played a pivotal role in requirements creation, pioneered a style guide, and enriched a component library.

### UX Engineer

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

- Advocated user-centricity, driving UX excellence and promoting usability standards.
- Led and coordinated the user research and usability testing.
- Led the UI development for a quality assurance platform, trusted by over 3,000 educators.