
Adrián Neila Serrano

UX designer & Front-end developer

Professional Experience

UX Designer & Full-Stack Developer (Jun 2014 – Current)

Vice Rector's Office for Quality and Organizational Structure – Universidad Politécnica de Madrid

Established UX design as the first stage of all modules of the GAUSS platform developments, instituting a user-centered design (UCD) approach. This included produce wireframes for a new module and test it with final users with dummy HTML. Developed the front-end of all the pages that compose this new module. First phase in operation for more than 3000 professors. Currently developing the back-end for the second phase.

"GAUSS is a platform created to provide support for processes of the Systems of internal quality assurance of the centers of the UPM. Currently, it has five modules"

UX Designer (Jan 2014 – Jun 2014)

CET'TICO 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 of users of the previous plugin; context of use analysis; low fidelity prototype creation; low fidelity prototype usability evaluation with users; medium fidelity prototype realization and the analysis and report of the results.

UX Consultant (May 2013 – Sep 2013)

Neo Labels

Produced wireframes that contributed to UCD efforts for a ten of responsive Web pages. Helped improve information architecture of the most of the previous Web sites by assisting with card sorting.

Usability & Accessibility Intern (Jun 2012 – Feb 2013)

El Mundo Chair on Digital Communications – Universidad Politécnica de Madrid

Conducted a usability and accessibility evaluation of Orbyt –the digital content platform of the newspaper El Mundo–.

Skill Set

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

Languages

- CSS3
- jQuery/JavaScript
- MySQL
- PHP
- XHTML/HTML5

Tools

- Balsamiq
- GIT
- Justinmind Prototyper
- Microsoft Office Suite (Word, Excel, PowerPoint)
- OmniGraffle
- Photoshop

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 the analysis and report of the results. A usability heuristic analysis was also carried out.

The accessibility evaluation was performed according to W3C WCAG 2.0 compliance test including all of 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 CMS's. I began as a fellow on the first years and became the vice-chairman. The association was closed due lack of activity.

Education

Bachelor Degree in Computer Engineering | Graduation: 2014

Universidad Politécnica de Madrid – School of Computing – Madrid

Android Apps development | 200 hours course (Oct 2014)

Samsung Tech Institute – Universidad Politécnica de Madrid

Advanced aspects in Android | 80 hours course (Jun 2015)

Samsung Tech Institute – Universidad Politécnica de Madrid

Languages

Spanish & Spanish Sign Language – Native

English – Advanced

(TOEFL iBT score 91 of 120 – Test date: Jan 2015)