



Adrián Pedraza

Senior Product Designer

WORK EXPERIENCE

- #### Product Designer

Devex April 2022 – February 2025

 - Redesign of the job posting flow achieving an increase of engagement within form of 28%.
 - Ownership and definition of the design process to increase design speed, consistency and communication between stakeholders.
 - Transformed a Bootstrap-based UI toolkit into reusable components for Figma, streamlining the design workflow and leading the creation of an internal Design System.
- #### Product Designer & Visual Developer

Adamo Telecom Iberia S.A.U. November 2018 – March 2022

 - Designed internal tools to enable other department's work and boost productivity.
 - Created a customized design system for internal use, establishing consistent visual and functional patterns.
 - HTML and CSS implementation of design system for internal framework.
- #### UX/UI & Visual Designer

Orange Spain May 2018 – October 2018

 - Spotting and fixing usability issues in the costumers' platform based on users' feedback.
 - Mock-ups and prototyping of new features for both costumers' app and web.
- #### UX/UI Designer

Console Group May 2017 – January 2018

 - Created and presented visually appealing homepages and branding designs for Real Estate agencies, aligning with client's design briefs.
 - Redesigned the internal websites management platform to enable multiple sites per client, improving efficiency and flexibility.
 - Revamped the Design Brief process to improve understanding of client needs and provide more tailored solutions.
- #### UX/UI Designer & Frontend Developer

AXA Group Solutions August 2015 – February 2017

 - Created mock-ups and prototypes for various AXA projects, demonstrating a strong eye for design and user experience.
 - Facilitated Design kick-off workshops and contributed to the definition of several projects' Information Arquitecture.
 - Implemented HTML and CSS code to bring designs to life, ensuring seamless and engaging user interfaces.
- #### UI Developer & UX Designer

Sopra Steria October 2014 – July 2015

 - Designed user interfaces and implemented HTML/CSS for multiple projects at Aqualogy, prioritizing usability, responsiveness, and customization.
 - Contributed to defining the information architecture and conducting stakeholder analysis for Aqualogy's largest project on water consumption management.
 - Delivered Bootstrap3 training sessions to colleagues within and outside the company to support project requirements.
- #### Web Designer

Opinno April 2013 – January 2014

 - Webmaster for Innovators Under 35 prize of MIT Technology Review magazine
 - Worked on Latam, Spain, and France editions
 - Completed design and small development tasks on a Wordpress platform

ABOUT

I'm a **product designer** based near **Barcelona**, with nearly a decade of experience in **SaaS and web design**, plus a relevant **background in front-end** development.

I aim to **achieve balance** between user needs, business goals, usability standards and technical feasibility to create functional and scalable designs. From ideation to final delivery, **I lead end-to-end design projects that drive measurable results.**

I'm passionate about **Design Ops** and **Design Systems**, seeing them as powerful tools for **improving processes, communication, and collaboration**. When well-integrated, they help teams deliver consistent, high-quality designs more efficiently.

My goal is to contribute meaningfully to projects by **delivering user-focused designs that support business objectives**, while also optimizing design workflows for greater impact.

SKILLS

Hard skills

- User experience design
- Information architecture
- User interface design
- Interaction design
- Design Systems
- Design Ops
- Prototyping
- Atomic design
- Data-driven design
- Quantitative research
- User interviews
- Usability testing
- WCAG standards

Soft skills

- Critical thinking
- Cross-functional collaboration
- Agile methodologies
- Stakeholders management
- Systems thinking
- Adaptability
- Analytical

Tools

- Figma
- Adobe Creative Suite
- Miro
- Jira
- Confluence
- Google Analytics
- Microsoft Clarity
- Plausible
- HTML
- CSS
- SASS
- Github