# AdriánPedraza
## 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 a **practical generalist** with passion for **high level design and systems thinking.** I believe product design is not only about outcomes but also about how we work. By rethinking **processes, communication, and collaboration**, we can build better products.

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-informed design
- Quantitative research
- User interviews
- Usability testing
- WCAG standards

### Soft skills

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

### Tools

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

**LET'S CONNECT!**  hello@apedraza.net  /adrianpedrazam  https://apedraza.net