ADRIÁN PEDRAZA

SENIOR PRODUCT DESIGNER

Email · Portfolio website · LinkedIn Profile · Github

SUMMARY

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

I have 6 years of experience **leading end-to-end projects** in which I focus on balancing **user needs and business goals** with technical feasibility. From ideation to delivery, my **decisions** are built around **available data** and **best practices**.

My approach to projects is **strategic** , creating **iterative proposals** aimed at **maximizing impact**, both short and long term. Additionally, I am passionate about **high-level design**, **design systems**, **DesignOps**, and keeping **accessibility** in focus .

My goal is to **contribute** significantly with **practical and effective solutions**, while also helping to **improve** the **communication and processes** of the teams I work with.

WORK EXPERIENCE

Product Designer - Devex (2022 - 2025)

- Redesign of the job posting flow achieving an increase of engagement within the 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 (2018 - 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 (2018)

- Spotting and fixing usability issues in the customers' platform based on users' feedback.
- Mock-ups and prototyping of new features for both customers' app and web.

UX/UI Designer - Console Group (2017 - 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 (2015 - 2017)

- Created mock-ups and prototypes for various AXA projects.
- Facilitated Design kick-off workshops and definition of several projects' information architecture.
- Implemented HTML and CSS code to materialize designs into user interfaces.

UI Developer & UX Designer - Sopra Steria (2014 - 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.
- Delivered Bootstrap3 training sessions for teams within and outside the company.

Web Designer - Opinno (2013 - 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

SKILLS

Hard Skills

User experience design · Information architecture · UI design · Interaction design · Design Systems · Design Ops · Prototyping · Atomic design · Data-informed design · Quantitative research · User interviews · Usability testing · Accessibility · 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 · Hotjar · Lovable · Cursor · HTML · CSS · SASS · Github