Adrián Fernández Carmona

UX/UI DESIGNER

My career began in visual merchandising, where I discovered my passion for design and user experience—learning how to attract attention and guide people effectively.
This experience taught me to understand and anticipate client needs, a skill I now apply to digital design.

EDUCATION

UX/UI Design / Ironhack

JANUARY - MARCH 2024 / Barcelona (ES)

Immersive Bootcamp +400h: UX process, Design Thinking, Agile, User Research, Information Architecture, Service Design, Interaction Design, UI Design, Design Systems, Figma, Notion.

Full-Stack Web Development / Ironhack

AUGUST - OCTOBER 2021 / Barcelona (ES)

Front-end: HTML5, CSS3, JavaScript (ES6), React, Bootstrap.
Back-end: ExpressJs, NodeJs, MongoDB, Axios.
GitHub Management and GitHub Desktop.

Industrial Eng. and Product Development / UPC

2012 / EPSEVG, Vilanova i la Geltrú (ES)

PROFESSIONAL EXPERIENCE

UX/UI Designer / Deep Value Project

SEPTEMBER 2024 - PRESENT / Barcelona (ES)

- Design of user interfaces and experiences for multiple web projects, ensuring intuitive and visually appealing navigation for each client.
- Translating client requirements and user data into clear wireframes, prototypes, and interaction flows, optimising conversion and user satisfaction.
- Direct collaboration with developers and marketing teams to align visual aesthetics with business goals and technical functionality.
- Analysis of usage metrics and user feedback to implement iterative improvements, ensuring a user-centred design approach.
- Creation of consistent design systems and style guides to maintain visual coherence across all agency projects.
- Implementation of usability testing and adjustments based on results, adapting websites to digital trends and specific target audience needs.

Visual Merchandiser / Inditex

2017 - PRESENT / ES, NL, DE

- Project management: transforming data from recent results into actionable plans to continuously improve sales.
- Conducting workshops with store staff to explain how Visual Merchandising and in-store design work.
- Analysing needs and implementing store layout changes, always staying up-to-date with trends and events to adapt the space accordingly.
- Collaborating with product and marketing teams to discuss product strategy, identifying what the store needs or lacks to ensure delivery of special items tailored to customer demand.

Portfolio   (+34) 616 18 99 32
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SKILLS

Tech Skills

Figma, HTML, CSS, UX Research, UI/Interaction Design, Accessibility, Responsive Design, Information Architecture, Wireframing, Prototyping, Usability Testing, JavaScript, Version Control.

Soft Skills

Teamwork, Flexibility, Problem-solving, Time management, Active listening, Conflict management, Communication.

LANGUAGES

Language	Level
Spanish	Native
Catalan	Native
English	Advanced
German	Intermediate
Dutch	Basic

PROJECTS

RODA Cosmetics

Optimization of an e-commerce conversion rate to improve sales and user experience.

Figma, Notion, UX Strategy, Interviews, Brand identity alignment, Wireframing, User testing, Adaptability, Prototyping, Empathy maps, Business Model Canvas (BMC), Value Proposition Canvas (VPC), Affinity diagrams.

ECLIPSE

Design of a mental health app based on UX research: interviews, journey mapping, prototyping, and usability testing.

Figma, Design Thinking, Quantitative & qualitative interviews, Feature prioritization, MVP, Accessibility, Desirability testing, Prototyping, Visual representation of user data.