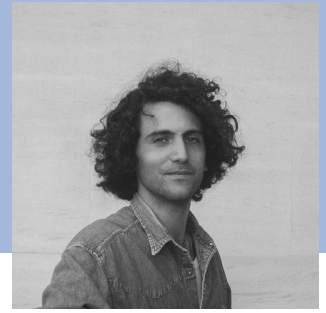




SENIOR DIGITAL PRODUCT DESIGNER

Adrian Ortiz
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Hey there! First, thanks for reading :)

I'm a Product Designer based in Barcelona with **9+ years of experience** shaping digital tools across B2B, B2C, and SaaS environments.

Specialized in simplifying complex systems, I ground my process in research and product strategy. I've thrived in cross-functional teams across **50+ projects** and **15+ industries** — often bridging the gap between product, tech, and stakeholders.

I also teach UX at the Master's level, where I enjoy mentoring projects that go live in under a year.

For any extra hints or specific references, feel free to reach out anytime.

Experience

2019 - Currently at **adrianortinez.com** as a Contractor (globally)

- **QIMA** (Supply chain compliance)
Led the digitisation of food certification workflows for global inspection teams — from stakeholder research to architecture and perms.
- **CELLECT** (Energy storage)
Defined product vision and UX for a battery intelligence SaaS, including complex dashboard logic and interaction design
- **LAWASH** (Automatic laundry services +350 stores)
Redefined the phygital service flow for a laundry franchise, from journey mapping to dev-ready hand over
- **MINTKNIGHT** (Blockchain)
Led the design and entire MVP outcome for a marketing campaigns NFT platform
- **CONCEPT SAUCE** (3D immersive shopping)
*Designed a creative workflow system from scratch, tailored for brand giants like **Kellogg's** and **Unilever***
- **DETAIL** (Data Analytics)
*Led the redesign of navigation and information architecture for an automated tag validation SaaS platform, used by clients like **Inditex***
- **GARTNER** (Consultancy)
*Engagement and user flow improvements for **GetApp's** recommender tool, based on qualitative and quantitative research*

2021 - 2024 at **Barcelona Technology School**

Lead professor and Coordinator of the UX module in the Product Management Master's Degree

2018 - 2019 at **OGILVY**

Designed a multimarkets recipe hub for **Nestlé** and microsites and tools for **Seat**, and the Government of **Andorra**

2016 - 2018 at **SERHS TOURISM**

Full product revamp for a hotel booking B2B SaaS used by brands like **Barceló** and **Atrapalo**

Studies

2024

Freelance Institute
Company builder Academy

2019

Scalabl Barcelona
People Capital & Entrepreneurship

2016-17

Kschool
Master's Degree in Usability and User Experience

2007-2012

EUHT-CETT
(Universitat de Barcelona)
Bachelor's Degree in Hospitality

My toolkit

- **FIGMA, MIRO, AXURE, HOTJAR & ADOBE CC**
- **TRELLO, JIRA & CONFLUENCE**
- **IDEO** design Thinking
GOOGLE analytics cert.

Languages

- **SPANISH, ITALIAN & CATALAN** Native
- **ENGLISH** Proficiency
- **FRENCH** Conversational