



Senior Product Designer based in Barcelona, specializing in translating SaaS complex logics into scalable architectures.

Over the last **10 years**, operates as a **strategic IC** between Product and Engineering across 50+ projects, resolving strategic conflicts to align design with business outcomes, while implementing **AI-assisted workflows** to reduce technical risk, lower development OpEx, and accelerate TTM.

As **Lead Professor** and **Syllabus Coordinator**, defined the UX module curriculum, mentoring Product Management cohorts to align design scope with technical and business requirements.

Professional experience

Independent Product Designer & Consultant

Global | 2019 – Present

- **ENERGYONE** (ETRM software)

Led end-to-end architecture unifying fragmented trading platforms post-M&A into one SaaS ecosystem. Delivered a scalable Design System group-wide.

- **QIMA** (Supply chain compliance)

Architected end-to-end digitization of global inspection workflows, resolving fragmentation and complex permission logic to mitigate compliance risk.

- **LaWash** (Laundry franchise)

Led end-to-end physical kiosk redesigns, mitigating transactional friction to maximize loyalty conversion during corporate rebranding.

- **NPAW** (Video analytics)

Executed a 60-day B2B dashboard redesign pre-launch, aligning conflicting POs and React engineering while bypassing executive friction.

- **GARTNER** (Consultancy)

*Engagement and user flow improvements for **GetApp**'s recommender tool, based on qualitative and quantitative research*

- **Collect** (Energy storage)

Mapped entire app architectures and hardware-delivery blueprints, maximizing post-trial retention through strategic dummy-data onboarding.

- **GUZZU** (NFT marketplace)

Led lab research sessions and continuous growth audits for a Web3 marketplace, mitigating wallet friction to maximize drop conversions.

Lead professor at **Barcelona Technology School**

2021 - 2024

Professor, Mentor and **Syllabus Coordinator** of the UX module in the Product Management Master's Degree

Interaction Designer at **OGILVY**

2017 - 2018

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

User Experience Designer at **SERHS Tourism**

2016 - 2017

*End-to-end product revamp for a travel agencies and hotel chains booting B2B SaaS used by brands like **Barceló** and **Atrapalo***

Review full case studies and product execution frameworks at adrianortinez.com

Education

Reforge

2026 (Active)

AI prototyping, Mastering Product-Led-Growth

Scalabl

2019, 2024

Applied business strategy & Entrepreneurship programs

Kschool

2016

Master's Degree in Usability and User Experience

EUHT-CETT (UB)

2008

Bachelor's Degree in Travel and Hospitality

Toolkit

- **Figma**, Miro, Dovetail, Jira, Confluence

- **Claude**, NotebookLM, MCPs (Figma)

- IDEO design Thinking
GOOGLE analytics cert.

Languages

- **Spanish, Italian and Catalan**

Native or trilingual fluency

- **English**

Full professional working proficiency (C-Level comms)

- **French**

Conversational proficiency