

ADRIANA (ADRIZ) ALEJOS

Senior Product Designer · Digital Products & AI

Madrid, Spain · +34 622 880 787 · adrizalejos@gmail.com · www.adrizalejos.com · linkedin.com/in/adrizalejos

SUMMARY

Senior Product Designer with a decade of experience moving from marketing into UX and from UX into building products. I design digital experiences and AI-powered products that feel calm, intentional and worth trusting, combining product thinking, user research and strong visual craft.

EXPERIENCE

Senior UX/UI Designer 07/2023 to Current

PwC España · Málaga, Spain

- Produce wireframes, mockups, prototypes and detailed design specifications for web and mobile products.
- Develop design solutions with stakeholders, incorporating iterative feedback into user focused outcomes.
- Audit interfaces to identify enhancement opportunities and raise the overall experience quality.
- Craft cohesive product narratives and motion pieces using Adobe Premiere Pro, graphics and audio.

UX/UI Designer 06/2021 to 07/2023

PwC España · Málaga, Spain

- Conducted qualitative user research to inform and shape design strategy.
- Built detailed journey maps to clarify and optimise interaction flows.
- Raised interfaces to meet usability and accessibility standards.
- Designed role specific dashboards for effective data visualisation.

Lead UX/UI Designer 09/2020 to 06/2021

Trippal · Madrid, Spain

- Directed product design and UX strategy for a mobile app centred on UAE staycation experiences.
- Revamped booking flows, achieving a 20% increase in active engagement.
- Ran user research that informed design decisions and improved outcomes.
- Partnered with developers to ensure designs met functional requirements.

UX/UI Designer 08/2019 to 09/2020

Global University Systems · Málaga, Spain

- Created wireframes and prototypes for web and mobile applications.
- Performed user research to understand client needs and preferences.
- Collaborated with cross functional teams to refine concepts and align with user goals.

EDUCATION

- Product & Growth · GrowthX (2021)
- UX/UI Design Bootcamp · Ironhack (2019)
- Advertising Creativity · Aula Creativa (2014)
- Online Marketing · SDS Training (2013)
- Marketing and Commercial Direction · ESIC Business & Marketing School (2010)

SKILLS

- Product thinking and UX strategy
- Design for AI powered products
- Usability testing and user research
- Interaction design and information architecture
- Visual storytelling and design systems
- Accessibility (a11y) and journey mapping
- Figma, Sketch, Adobe XD, Miro, Photoshop, Illustrator, Premiere Pro, Maze
- Agile, Scrum and Lean UX practices

SELECTED WORK

- Continuum · AI companion for therapy sessions
- Unnwind · Calm rituals for restless minds
- Revisiting Sexsi · 2019 bootcamp project, rethought in 2026

LANGUAGES

- Spanish · Native
- English · Upper intermediate (B2)