

ANDRÉS ADRIANI

Junior UX/UI Designer · Available now

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SUMMARY

UX/UI designer trained at CEI, working from research to tested prototype in Figma. Brings a background few juniors have: a year implementing measurement for Google Ads advertisers (Google Tag Manager, GA4) and 1.5+ years evaluating AI-generated content for safety, so designs get measured, not just shipped. Native Spanish, English C1.

PROJECTS

Sosta · Mobile app for digital wellbeing CEI final project · 2026

- Ran the research phase in a team of three: desk research, a 33-person survey, interviews, personas and customer journey.
- Designed the product individually: sitemap, user flows, wireframes and a Figma design system (variables, light/dark modes, atomic components).
- Built a 25-screen interactive prototype and tested it on Maze with 11 participants: 90–100% task success across three flows, usability score 70/100.
- Designed a responsive desktop landing page on a 12-column grid and documented accessibility decisions.

Posada San Martín · Hotel website audit and redesign CEI · 2026

- Ran a Nielsen heuristic evaluation of a real hotel website: 30 findings, each rated by severity with a recommendation.
- Redesigned the landing page around a “the building is the navigation” concept, backed by a token-based design system in Figma.

EXPERIENCE

Safety ES Labeler | AI Data Annotator · THOTH Mar 2025 – Present

Freelance · Remote

- Label and classify Spanish-language AI content against strict safety policies, and give structured feedback that improves model accuracy.
- Support root cause analysis of quality issues and take part in calibration sessions to keep decisions consistent.

Web Product Implementation Specialist · Google (via Teleperformance) Mar 2023 – Feb 2024

Lisbon, Portugal

- Guided Google Ads advertisers through Google Tag Manager tagging, GA4 ecommerce tracking and conversion setup on their websites.

Advertiser Support Specialist (GPSS) · Meta (via Teleperformance) Mar 2022 – Mar 2023

Lisbon, Portugal

- Advised advertisers on effective campaigns in Meta Ads Manager.

Hospitality · Small Luxury Hotels of the World, Hotel Arts Barcelona 2019 – 2021

Estonia · Barcelona

EDUCATION

UX/UI Design (Diseño de Interfaces y Experiencia de Usuario) · CEI Jun 2026 – Oct 2026

Food & Beverage Management · Escola de Hotelaria e Turismo de Lisboa 2018 – 2020

Computer Engineering (2 semesters) · Universidad El Bosque, Bogotá 2018 – 2019

SKILLS & LANGUAGES

Design: Figma, design systems, variables and tokens, wireframing, prototyping, user research, usability testing (Maze), heuristic evaluation, design thinking, accessibility.

Measurement & web: Google Tag Manager, Google Analytics 4 (GA4), conversion tracking, Google Ads, HTML, CSS, WordPress.

Languages: Spanish (native) · English (C1) · Portuguese (A2)