

# ADRIANA A. ANDÚJAR

## EXPERIENCE

### SENIOR PRODUCT DESIGN MANAGER

SKYSCANNER | LONDON

MAY 2020 - PRESENT

- I am responsible for looking after the Research & Planning team, working across native apps and responsive web. With my team of five designers, we delve into deep, ambiguous problem spaces and help untangle them. I enable growth by setting clear goals, providing constructive feedback, managing project loads and handling resourcing, and ensuring deadlines are met.
- Responsible for design excellence. I advocate for robust UX frameworks, foster a healthy feedback culture, strike the right balance of design quality and pragmatic progress, and help my team value building great user experiences as an essential part of achieving business goals.

### DIGITAL PRODUCT DESIGN LEAD (FREELANCE)

THE COLLECTIVE | LONDON

NOVEMBER 2019 - MAY 2020

- Lead and own the UX & Product Design vision, strategy and execution for The Collective's portfolio of digital products which include on-site, native apps and web platforms.
- Manage, grow and mentor a team of designers comprised of UX copy, research and product design, while also interfacing with large cross-functional teams across product, engineering, marketing, brand, etc.
- Implement best practice, define and scale processes and structure within the Product Design Team, as well as manage the Global Design system.
- Advocate a user-centric approach and work with the Insights Lead to ensure we involve users throughout the design and development process to validate design assumptions.
- Conduct and synthesise Usability/UX Research.

### UX/UI DESIGN MANAGER

ARGOS | LONDON

SEPTEMBER 2017 - NOVEMBER 2019

- Lead the in-house UX/UI team and look after all of Argos core digital journeys. I lead, manage and develop a direct team of 3 design managers, and a UX team of 24 people comprised of product designers, UX Architects, UX copywriters and UX researchers working in a cross-functional, Agile environments.
- Manage a wider group of stakeholders at all levels of seniority across organisation to achieve overall sales and product goals.
- Oversee the delivery of UI/UX design for all core vertical streams and assist the team in delivering against both business objectives and customer needs; including establishing common goals and structures across the organisation to encourage successful team communication.
- Develop and maintain our global atomic design and pattern library, Luna and Bolt, employing UC design thinking to develop processes, techniques and methodologies to help streamline workflow.
- Together with our UXR team, I gather data to develop insights, which lead to successful UX designs and products.

PSST! THERE'S MORE. FLIP TO THE NEXT PAGE!

## PERSONAL DETAILS

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## EXPERTISE + SKILLS

Digital product design / UI / UX / Visual design  
 Native App Design (iOS & Android)  
 Voice UX / Conversational Commerce  
 Design management  
 Creative Direction  
 Creative & Strategic Planning  
 Sketching / Wireframing / Prototyping  
 WORKSHOP FACILITATION / Design Thinking  
 Agile Methodologies

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Sketch / Zeplin / Principle / Figma  
 Invision / Invision Studio  
 Jira / Confluence / Trello  
 Adobe Creative Cloud  
 Photoshop / Illustrator / After Effects / XD  
 Acrobat Pro  
 HTML5 / SCSS / React / Storybook / Gatsby  
 Microsoft Office Suite  
 Keynote / Numbers  
 MAC OS / PC agnostic  
 Bi-lingual : Spanish / English

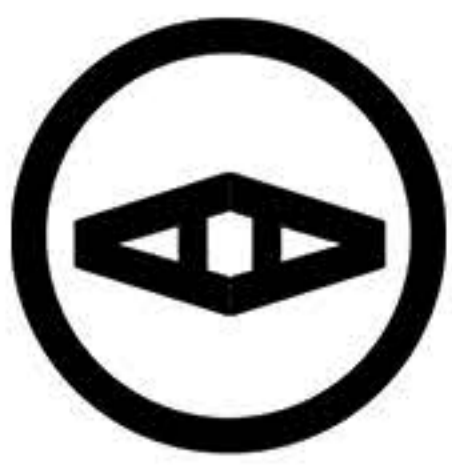
## EDUCATION

### MFA @ The New School

Design & Psychology | 2008

### BFA @ Parsons School of Design

Design & Technology | 2003 - 2007



# ADRIANA A. ANDÚJAR

## EXPERIENCE

### HEAD OF DIGITAL DESIGN (FREELANCE)

ARGOS | LONDON

JANUARY 2016 - SEPTEMBER 2017

- Charged with recruiting, growing and scaling a large Product Design and UX Team to transform Argos' into a modern omni-channel digital retailer.
- Remit included all of Argos digital channels; website, native apps & in-store browser and kiosks.
- Heavily involved in the larger strategic planning for Argos' Digital Transformation roadmap.

### LEAD PRODUCT / UX/UI DESIGNER / CREATIVE DIRECTOR

HORMIGA BRAVA DESIGN LTD. | UK & USA

MAY 2007 - SEPTEMBER 2017

- Freelance Product / UX Design specialist and Creative Director with the ability to drive forward-thinking design from concept development through to production. Well-versed in user-centered design, agile methodologies, design thinking, creative & art direction, integrated campaigns, large-scale responsive web and native mobile design and all things digital. A dedicated, passionate and self-starting team player who is able to work independently and reliably in a fast-paced environment.
- Ran a successful freelance business in the US and UK for 10 years.

**Agencies & Clients:** RKCR/Y&R, Publicis London, Havas Worldwide, Unified Technologies, Investis, Small Back Room, Adam & Eve DDB, Virgin, Rolls-Royce, Imagination, Argos etc...

### LEAD UX/UI DESIGNER (FREELANCE)

VIRGIN MEDIA | LONDON

AUGUST 2014 - AUGUST 2015

- Lead designer on an enormous multi-billion pound digital transformation project called MTP (Mobile Transformation Programme), to deliver a new backend re-design, assets, branding guidelines, infrastructure, code base and CMS.
- Our work culminated in the successful launch of new services for Virgin Media customers.

### HEAD OF CREATIVE & COPY

LUXUS | HELSINKI

AUGUST 2011 - FEBRUARY 2013

Managed a team of 10 comprised of designers, copywriters and UXRs. Played a key role in developing and implementing all creative, digital and social media strategy within the agency. Clients: Nokia, Iittala, BMW, Jolla Mobile, etc.

## ABOUT ME

I am a cross-discipline creative thinker who believes in strong and clear communication through design thinking, research, teamwork and good creative management. I've won some awards and have been invited to sit on quite a few design panels.

My specialties include 12+ years experience in the Product / UX Design and advertising industry as a Head of / lead creative, with emphasis on HCI, design thinking, native app design, large scale multi-platform responsive web solutions, creative direction, concept design and idea generation.

Don't be shy...say HOLA!

## AWARDS

### Retail Week Most Effective B2C App

Argos Digital Products, Native apps | 2018

### Gold & Grand CLEO

"Silence Your Rooster" Ambien | 2009 - 2010

### SMITTY Social Media Award

"Gas or Break" Campaign Hertz | 2011

FOR MORE JOB HISTORY, PLEASE VISIT MY LINKED IN  
<https://www.linkedin.com/in/adrianaandujar>