

Adrian Monroy

I'm an end to end product designer specialising in internal tools and SaaS products that simplify life for the people who use them. I focus on making complex information easy to understand. My strong work ethic consistently leaves a positive impact, earning great feedback from the teams I collaborate with.

 [LinkedIn Profile](#)

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WORK EXPERIENCE

Lead Product Designer at Fearless

London, UK. Feb 2022–Current

- Worked with BP as an in-house designer to create an internal product for the developer community, helping teams reach their goals, share knowledge, and understand their development practices, benefiting thousands of developers.
- Helped stakeholders make better design decisions by using user research, journey mapping, and prototypes, making the project clearer, aligning expectations, and improving how we used resources.
- Led collaboration between product managers, developers, and UI designers to ensure the product was high quality and consistent.
- Contributed to building and maintaining a design system, making sure the design was consistent across the product.

Founder at Dinofriday

February 2020–Current

Dinofriday creates 'How to draw Dinosaurs' guides for kids

- Built a strong, engaged community with over 340 subscribers to a weekly newsletter and a 20% open rate.
- Designed and illustrated nearly 50 drawing guides, making drawing fun and helping people feel more confident in their creativity.
- Researched and created simple, interesting dinosaur facts that sparked curiosity and helped people develop an interest in science.
- Led in-person workshops and online drawing classes, helping the community learn, grow, and connect.

Lead UX Designer at Kidsloop

London, UK. Sep 2021–Jan 2022

- Mapped out a new educational mobile platform by planning the app's key user flows. Helping product owners and stakeholders

EDUCATION

BA Visual Communication

Universidad Autónoma

Metropolitana

Mexico City

2001–2005

Business Accelerator Program

London Real Academy

Online Programme. 2017

8-week Mentorship Programme

for turning an idea into a profitable business.

SKILLS

- Team building
- Awesome presentation skills & natural storyteller
- Cross-functional team member
- Concept development
- Art direction
- Illustration
- Prototyping
- Sketching and Wireframing
- User Research

TOOLS

- Figma, Sketch, Zeplin
- Illustrator, Photoshop, Keynote
- Procreate
- Miro, Mural, FigJam

LANGUAGES

- Spanish (Mothertongue)
- English (Working Proficiency Level)

clearly understand the project's scope and made it easier to align expectations, ensuring a smooth transition from idea to launch.

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- I created a responsive management tool for teachers, providing them with a great experience and helping them stay organised and focused.

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Lead Product Designer (Freelance)

London, UK. Jan 2021–Sep 2021

- Led one of three design squads for Antum, a loyalty app for one of the biggest retailers in Saudi Arabia. Collaborated closely with other design leads to ensure we stayed on track and delivered the app within 6 weeks
- Designed a fitness mobile application, collaborating with a team of entrepreneurs to launch the first version. Focused on improving the app's design and user flows to make it easier and more enjoyable.

Senior Product Designer at Emirates Airlines

Dubai, UAE. Nov 2017–Nov 2020

- Led the end-to-end design of the Skywards Everyday App, a loyalty program in Dubai, achieving over 79,000 downloads in just three months.
- Designed internal B2B business applications to track customer journeys and conduct competitor pricing analysis, streamlining workflows and improving business insights.
- Created a component library that laid the foundation for the V1 of a Design System, set to benefit over 20 internal products and improve design consistency across the organisation.