

Adrian Monroy

I am a product designer based in London with 18 years of experience, who transforms visions into real digital products by crafting delightful experiences for customers with business impact.

 LinkedIn Profile

adrianmonroy.com

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+44 7308 020599

WORK EXPERIENCE

Founder at Dinofriday

February 2020–Current

Dinofriday creates 'How to draw Dinosaurs' guides for kids

- Creation of a highly engaged community with more than 340 subscribers to a weekly newsletter with a 20% open rate.
- Design and illustration of almost 50 different drawing guides.
- Research and content design of easy to learn dinosaur facts.
- Workshops and online drawing classes.

Lead Product Designer at Fearless

London, UK. Feb 2022–Current

- Working with bp on an internal product for the developer's community.
- Guided decisions and design solutions for stakeholders through user research, journey mapping, and prototype creation.
- Orchestrated cross-functional collaboration between product managers, developers and UI designers to ensure the quality and consistency of the final product.
- Contributing to the development and maintenance of a design system to ensure a consistent design language.
- Supported internal projects with bp to ensure successful outcomes.

Lead UX Designer at Kidsloop

London, UK. Sep 2021–Jan 2022

- Designed a mobile learning application for kids.

Lead Product Designer (Freelance)

London, UK. Jan 2021–Sep 2021

- Lead designer working with the design studio Designit for a loyalty app called Antum for one of the biggest retailers in Saudi Arabia.
- Lead product designer for a mobile fitness application in Spain called Metamorfit.

Senior Product Designer at Emirates Airlines

Dubai, UAE. Nov 2017–Nov 2020

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, Abstract, Invision, Zeplin
- Illustrator, Photoshop, Keynote
- Procreate
- Miro, Mural, FigJam

LANGUAGES

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

- Lead the end-to-end design for Skywards Everyday App, a loyalty program App in Dubai with more than 79,000 downloads in only three months.
- Designed internal business applications (B2B) from end-to-end to track the journey of the customers and competitor analysis pricing.
- Created a component library that set the foundation for the V1 of a Design System that will benefit more than 20 internal products.

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Design Lead & Partner at Underdog Global Sports

Mexico City. 2012-2016

- Designed the experience for juanfutbol.com, a consumer-focused product that nowadays is being used by 8 million fans in its different platforms (Website, iOS & Android Apps)
- Built an internal & multidisciplinary Design Team of 10 members, consisting of product designers, interaction designers and illustrators.

Design Manager at Grupo Expansion

Mexico City. 2008-2012

- Lead the design for eight consumer-facing websites and six mobile Apps for a multi-brand media company, reaching an audience of more than 10 million people.
- Managed and mentor a team of 10 designers.