



Fran Padilla

Product Designer

Web

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Hi! 🙋 I'm Fran, a Product Designer who loves how design and technology help us to make our lives simpler and better. Details matters.

In those recent years I have helped companies in hospitality, car renting and solar energy to create and improve their products (web, app and services).

I love salmorejo 🥗, Pop and Electronic music 🎧 and dinosaurs 🦖🦕

EXPERIENCE

RatedPower - Senior Product Designer

2024 (Current) - Remote

Responsible for the interactive design tool (map) for the calculation of photovoltaic plants at an industrial level.

Alkimii - Product Designer

2023 - Remote

Hotel management software. Development of new functionalities and improvement of usability of the tool. Design of the onboarding process to bring it closer to a SaaS product. Development of the design system.

Bipi - Product Designer

2020 - Madrid

Car subscription model. Product iteration in the Growth squad: usability improvements and web redesign (B2C). Definition and development of the internal backoffice (B2B). Creation and implementation of the design system.

Mirai - UX/UI Designer

2019 - Madrid

Improving the user experience on hotel websites. Responsive redesign of the interface, as well as improvements in the design system and structure of the intranet.

La Fórmula de la Comunicación - 3D Designer

2018 - Madrid

Modeling and design of different 3D pieces for advertising, such as stands, furniture, ephemeral architecture, products, etc.

WHAT I DO

-**UX/UI** design of digital product: web/apps/services.

-**B2B SaaS** solutions.

-**Design systems** implementation.

-Strong attention to detail. **Responsive design**.

-Search for user-centered ideas and solutions through the use of **agile methodologies** such as Design Thinking, Lean UX.

-Creation of **information architecture** by building flowcharts and site maps.

-**Prototyping** by using tools such as RealTimeBoard, Whimsical, **Figma** or Sketch.

-Knowledge of the basic principles of usability or **heuristics**.

-**A/B testing**. Design with metrics.

-Experience in **no-code tools**: Framer, Webflow.

-Use of Adobe Photoshop, Illustrator and InDesign.

-**Fluent English**. Native Spanish.

EDUCATION

UX/UI Design Master

Neoland. Madrid 2019

Architecture

Higher Technical School of Architecture of Granada (ETSAG)
2009-2017