



Fran Padilla

Product Designer

Web

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Hi! I'm Fran, a Product Designer with 6 years of experience creating and improving products (web, apps and services) in different industries like hospitality, car renting and solar energy.

I love salmorejo, Pop and Electronic music and dinosaurs.

EXPERIENCE

RatedPower - Senior Product Designer - 2024 - Remote

Solar software for utility-scale plants (B2B SaaS).

Responsible for the interactive site creation (design tool) for the calculation of photovoltaic plants at an industrial level. Research and development of a project end-to-end adding AutoCAD files compatibility when importing a site on the tool.

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, web redesign and increase of the subscriptions. Development of the internal backoffice creating tools to track the stock of the vehicles. Creation and implementation of a white label design system for different brands.

Mirai - UX/UI Designer - 2019 - Madrid

Improvement of the user experience on hotel websites. Redesign of landings and implementation of the booking engine, as well as improvements in the structure of the intranet.

SKILLS

UX/UI design of digital products: web/apps/services.

B2B SaaS solutions.

Design systems implementation.

User research.

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