ADRIÁN CORONA

UI/UX & Product Designer | From concept to launch, building experiences that work

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EDUCATION

Digital Graphic Design Engineer
CETYS Universidad Tijuana
2010-2014

CERTIFICATIONS

Leading in a Digital World
Santander Open Academy
July 2025

Foundations of Project Management
Google Career Certificates
June 2025

Google AI Prompting Essentials
Google Career Certificates
November 2024

Boost Mobile UX with UX Design Principles and Best Practices
The Interaction Design Foundation
January 2024

AI-Powered UX Design
The Interaction Design Foundation
December 2023

Beyond Interfaces: The UI Design Skills You Need to Know
The Interaction Design Foundation
December 2023

Foundations of User Experience (UX) Design
Google Career Certificates
2022

PROFILE

UI/UX & Product Designer with 10+ years in visual design and 3+ years creating user-centered digital products. Currently leading a UI team at Caliente Interactive, building design systems, optimizing workflows, and aligning design with business goals.

Passionate about mentoring, fostering collaboration, and exploring AI-powered tools to enhance creativity and efficiency.

UI Lead Designer	Jan 2023 – Present
UI Designer	Apr 2022 – Dec 2022
Caliente Interactive	
Tijuana, México	

- Lead and coordinate a small UI design team, mentoring designers, distributing tasks, and optimizing workflows to meet deadlines and quality standards.
- Participated in the planning, structure, and execution of the company's first design system, contributing to improved consistency, scalability, and cross-team collaboration.
- Designed UI components, tools, and layouts for multiple platforms, including navigation menus, search boxes, tabs, widgets, and interactive elements.
- Contributed to UX research methodologies, analyzing user behavior to support actionable design improvements.
- Conducted UI testing on CTAs, banners, and page layouts to optimize engagement and conversions.
- Collaborated with product managers, developers, and marketing teams to align design strategy with business goals and user needs.

UI Designer	Oct 2021 – Apr 2022
Live Area	
Remote (USA)	

- Designed and delivered UI solutions for high-profile clients including Ralph Lauren Middle East and Tommy Bahama.
- Created responsive layouts for 80+ pages in both mobile and desktop versions, ensuring alignment with Arabic right-to-left standards.
- Designed homepage structures, seasonal landing pages, and promotional assets to support marketing campaigns.
- Collaborated with cross-functional teams to align visual design with brand identity and user needs.

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SKILLS

Design Tools: Figma, Sketch, Adobe XD, Illustrator, Photoshop, WordPress, Shopify, ChatGPT, Google Gemini.

Technical Skills: Wireframing, Prototyping, AI-Assisted Design, Human Interface Guidelines, Material Design, Design Systems, UX Research, Design Thinking, Scrum Methodology.

Soft Skills: Team Leadership, Project Management, Cross-functional Collaboration, Problem-solving, Creative Thinking, Communication, Mentoring, Adaptability, Attention to Detail.

LANGUAGES

English: Professional

Spanish: Native

Front-End UI/UX Designer
LoanPro
Remote (Utah, USA)

Apr 2021 – Oct 2021

- Proposed and implemented UI and UX enhancements for the platform and marketing website to improve usability and consistency.
- Designed and prototyped new and existing features, ensuring alignment with product goals and user-centered workflows.
- Developed sales landing pages focused on conversion and lead generation, working closely with marketing teams.
- Partnered with developers and product managers to ensure accurate implementation of design solutions.

Senior Graphic Designer
Grupo Consultor EFE
Tijuana, México

May 2019 – Dec 2020

- Led branding, digital design, and web design projects for clients in various sectors.
- Developed responsive websites, marketing materials, and social media content aligned with brand strategies.
- Planned website architecture, functionality, and navigation, building wireframes and prototypes for final implementation.
- Delivered creative solutions for corporate presentations, advertising campaigns, and visual identity systems.

Web Designer
Caliente Interactive
Tijuana, México

Oct 2017 – Oct 2018

- Redesigned key interior pages for Caliente.mx to improve usability and engagement.
- Produced website content and collaborated on the design of the Russia 2018 World Cup app.
- Designed weekly newsletters and marketing materials to support promotional campaigns.

Graphic Designer
32MKT
Tijuana & San Diego

May 2015 – Oct 2017

- Managed end-to-end advertising projects for regional clients in Tijuana and San Diego.
- Led corporate identity design and packaging refresh for a regional cold meats brand.
- Produced print and digital marketing assets, ensuring brand consistency across channels.