



## Manuel Hortelano Rodríguez

### Contact

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- in [LinkedIn](#)
- 🐙 [Github](#)
- 📍 Cieza, Murcia - Open to relocation

### Skills

- **UX Design:** User-Centered Design (UCD), User Research, Usability Testing
- **UI Design:** Design Systems, User Interface Prototyping, User Flows
- **Design Tools:** Figma, Adobe Xd, Adobe Illustrator
- **Soft Skills:** Communication, Creativity, Teamwork

### Languages

- Spanish - Native
- English - Advanced (C1)

### Awards & Recognitions

- Graduated with honours in M.Sc. in Human-Computer Interaction and Design (HCID).
- Award for Academic Excellence from the Valencian Government.
- Award for the Best Academic Record of the Bachelor's Degree.
- Award for the Best Academic Record of the First and Second Year of the Bachelor's Degree.
- Winner in the STARTUPV 2K19 entrepreneurship competition (Advanced Idea Category).

## Professional Profile

UI/UX Designer with more than **two years of experience**, with a solid postgraduate education in Human-Computer Interaction and Design (HCID). Specialized in **User-Centered Design (UCD)** and design systems to optimize usability in **B2B environments (Digital Transformation)**.

## Professional Experience

### UI/UX Designer

Sisteplant | M.Sc. Thesis Project | Madrid, Spain - Hybrid | March 2025 - August 2025

Six-month industry-based research internship where I developed my 30 ECTS Master's Thesis "Design Systems for Task-Oriented UI in Mobile CMMS Applications".

- Executed the **end-to-end redesign** of the platform using UCD methodology.
- I conducted **user research** and **usability testing** with end-users to validate the critical tasks of maintenance operators.
- Designed and iterated high-fidelity **prototypes** in Figma, adapting the Carbon Native Mobile **design system**.

### UI/UX Designer

Ford Motor Company & TSE | Full time | Valencia, Spain - On-site | July 2022 - June 2023

Promoted to full-time in the Launch **Virtual Reality (VR)** team, focused on the design and improvement of the user experience of VR applications to train industrial operators on the vehicle assembly line.

- Managed the **complete design process**, from initial concept and prototyping (Adobe Xd) to user validation and delivery to development teams.
- Applied **UX concepts** to existing user research to improve the platform.
- Established **style guides and component libraries** to unify the user experience across VR applications.

### UI/UX Designer

Ford Motor Company | Internship | Valencia, Spain - On-site | November 2021 - June 2022

University internship programme leading to a full-time job offer.

## Education

**Master in Human-Computer Interaction and Design (HCID)** | Aalto University and Universidad Politécnica de Madrid | In English | EIT Digital Programme | 2023 - 2025

Double degree with a minor in Innovation and Entrepreneurship.

**Bachelor's Degree in Industrial Design Engineering and Product Development** | Universidad Politécnica de Valencia | 2018 - 2022