Manuel Hortelano Rodríguez

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Professional Experience

Sisteplant   Madrid, Spain - Hybrid
UI / UX Designer Intern   March 2025 – August 2025
- 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 UCD redesign** for field technicians to optimize workflows and **reduce cognitive load**.
- Designed and iterated high-fidelity **prototypes** in Figma, adapting the Carbon Native Mobile **design system**.
- Conducted user research and usability testing, achieving a 72 SUS Score (**75th percentile**) and **100% completion rate** on critical tasks.

Ford Motor Company & TSE   Valencia, Spain - On-site
UI / UX Designer   July 2022 – June 2023
- Promoted to full-time in the Launch **Virtual Reality (VR)** team, focused on the design and improvement of the UX of VR applications (Unity) to train industrial operators of 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's immersive features, **reducing physical strain** and cognitive load.
- Validated immersive features with **~100 factory operators**, resulting in **94% positive feedback**.

UI / UX Designer Intern   November 2021 – June 2022

Education

Aalto University   **Espoo, Finland**
Master's Degree in Human-Computer Interaction and Design (HCID), EIT Digital Programme   2024 – 2025

Polytechnic University of Madrid (UPM)   **Madrid, Spain**
Master's Degree in Human-Computer Interaction and Design (HCID), EIT Digital Programme   2023 – 2024

Polytechnic University of Valencia (UPV)   **Valencia, Spain**
Bachelor's Degree in Industrial Design Engineering and Product Development, Top Graduate   2018 – 2022

Awards & Recognitions
- **Master's Degree**: Graduated with honours.
- **Bachelor's Degree**: Award for Academic Excellence (Valencian Government) and Best Academic Record (overall, 1st, and 2nd year).
- **Entrepreneurship**: Winner of the STARTUPV 2K19 competition (Advanced Idea Category).

Skills & Languages
UX Design: User-Centered Design (UCD), User Research, Usability Testing, Information Architecture, B2B UX.
UI Design: Design Systems, Design Tokens, Wireframing, Prototyping, User Flows, Responsive Design, Accessibility WCAG.
Design Tools: Figma, Adobe Xd, Illustrator, Balsamiq, Blender (3D), Unity VR.
Development: HTML5, CSS3, JavaScript, TypeScript, React, Angular (Ionic), Git.
Soft Skills: Communication, Interdisciplinary Collaboration, Storytelling, Stakeholder Management, Agile.
Languages: Spanish (Native), English (Advanced, C1 / Master's degrees fully conducted in English).