

# Adriana Forero

## Product Designer (UX/UI)

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Product Designer who takes digital experiences end to end, from research and strategy through high-fidelity UI, design systems, and developer handoff. I've designed and shipped two live AI-powered products from scratch, owning everything from concept and UX to visual identity, front-end (HTML/CSS), and production launch. I like experimenting with the craft around the product too: motion and animation, brand, and marketing.

## EXPERIENCE

### Brief • AI Meeting-Prep Copilot for Sales (Live Product)

2026–Present • Remote

Founder & Product Designer

- Designed and shipped a live AI copilot that preps account executives before meetings and drafts their follow-ups, from concept to a deployed production app.
- Built the full brand identity from scratch, name, wordmark, color system, and typography, then carried it into the live front-end.
- Owned end-to-end product design, onboarding, core flows, and microcopy, shipped to production with live AI.

### Subby • AI Subscription Auditor (Live Product)

2025–Present • Remote

Founder & Product Designer

- Designed and shipped a live AI-powered product end to end, from research and concept through high-fidelity UI to a deployed production app (invite-only beta).
- Built and own the design system and component library, keeping visual consistency and a clean, scalable handoff to development.
- Iterated on core user flows (onboarding, subscription audit) with data-informed decisions to improve clarity and conversion, and wrote product microcopy across the app.

### Independent Projects

2023–Present • Remote

UX/UI Designer

- Delivered 4+ UX/UI projects end to end, from research through high-fidelity prototypes.
- Built and maintained Figma design systems with reusable components, variables, and auto-layout.
- Ran user research (interviews, surveys, usability testing) and shipped responsive, accessible design following WCAG 2.1.

### Fintech Hackathon

2025 • Remote

Product Designer

- Won "**Best User Experience**" for a millennial investment solution, taking a concept to an interactive Figma prototype in 48 hours with a cross-functional team of developers, PMs, and data scientists.

## EDUCATION

### San Francisco State University

2020 • San Francisco, CA

Bachelor of Business Administration, International Business

## EARLIER EXPERIENCE

**Noble House Media**, Graphic Design Intern, and **Sweetie High**, Social Media Content Creator • 2022–2023. Designed on-brand visual assets for multiple clients and created social content reaching 100,000+ views on TikTok.

## SKILLS

**Design:** Figma (Advanced), components & slots, interactive prototyping, variables, design tokens, auto-layout • Adobe Creative Suite • Adobe XD • Sketch • Framer

**Process:** End-to-end design (research, flows, wireframes, prototypes, handoff) • Design systems • Data-driven design • Microcopy • WCAG 2.1 accessibility

**Craft & experimentation:** Motion & animation (After Effects) • Brand & visual identity • Marketing & content • Video editing

**Handoff & tools:** Figma Dev Mode • HTML/CSS (intermediate) • basic JavaScript • FigJam • Miro • Notion • Jira

**Languages:** English (fluent) • Spanish (native) • Portuguese (proficient) • Italian (proficient)