



Adrià Torner



UX Researcher

I am a user researcher with a background in **marketing** and **journalism**. My goals are focusing on finding the **right questions** and making sure they are **impactful** for the business and their clients. I'm able to perform qualitative and quantitative **research methods** to get **reliable results** and translate them to **comprehensive insights**



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Prague



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Work experience

Clarity

Experia

04/2023 - 01/2025

How to help partners and new hires understand EC's value proposition?

Czech Republic / USA

Ideation

IT Sales

Learning Design

Conversion

Plazy

09/2022 - 04/2023

How can we deconstruct our core flow to make it easier for our customers?

Spain

Interviews

Prototype

Facilitation

Differentiation

Ruminate-Tech Fleet

10/2022 - 01/2023

How can we make small organic farms compete with big food producers?

USA

Exploration

Usability Tests

Facilitation

Efficiency

Kemonik NGO

01/2021 - 09/2022

How to create donation flows and improve the team's efficiency?

Spain / Guatemala

Interviews

Usability Tests

Ideation

Education

UX Design

Certificate by CareerFoundry
08/2020 - 03/2021

Marketing & Startup

Certificate by PIMEC
09/2011 - 06/2012

Journalism

Bachelor's Degree by UAB
09/2005 - 06/2010



Research

Asking the right ?
Identify user needs
In-depth interviews
Card sorting
Usability testing
Reporting insights
Research strategy



Tools

Figma
Miro
Optimal W.
Maze
Typeform
AirTable
Hotjar



Languages

Spanish - Native
Catalan - Native
English - Advanced
German - Intermediate
Vietnamese - Beginner
Czech - Beginner



Soft Skills

Curiosity
Communication
Collaboration
Creativity
Life-long learner
Empathy

Relevant past experience

Marketing Research - **SET Hanoi**

Hanoi (2016-19). Campaign promoting free conversation clubs weekly increased student enrollment by 80%

Digital Marketing - **Aerobic & Fitness**

Barcelona (2014-15). Research based eCommerce for small gyms, which increased new customers by 20%

Co-Founder - **Snowball Studio**

Barcelona (2011-13). Start-up providing a wide variety of communication solutions for small companies

Journalist - **Regió 7**

Manresa (2007/10). Research appropriate sources for a variety of topics and interviews for newspaper articles