



Adrià Torner



UX Researcher

I am a user researcher with a background of **marketing** and **journalism**. My goals are focusing on finding the **right questions** and make 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**

+4917670537034 Kreuzberg, Berlin adria@adriatorner.com

Work experience

Conversion

Plazy
09/2022 - ?
How can we move users to our site and increase our subscription plans?

Spain

- Interviews
- Prototype
- Facilitation

Differentiation

Ruminate NGO
10/2022 - 12/2022
How can we make small organic farms compete with big food producers?

USA

- Exploration
- Usability Tests
- Facilitation

+ Efficiency

Kemonik NGO
01/2021 - 11/2021
How to create donation flows and improve the team's efficiency?

Guatemala

- Interviews
- Usability Tests
- Ideation

Lack of clarity

Re:live news outlet
03/2022 - 04/2022
How can we clarify the three main plans and stand out premium?

Germany

- Ideation
- Brainstorming
- Usability Tests

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

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%

Languages

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

Soft Skills

Curiosity
Communication
Collaboration
Creativity
Life-long learner
Empathy

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