



SERGIO CRUZ

 Spanish nationality

 Driving License

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 fantastigraphics@gmail.com

WORK EXPERIENCE

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| Product Designer at PariPlay
2023 | Responsible for designing back office product and live games. Creating wireframes and prototypes, and collaborating with stakeholders to ensure all design specifications are met. | Designer & Product Photographer for Camper
2015–2016 | Still-life studio photography, photo editing accessories for ecommerce, pattern design, blog design management, web design, weekly newsletter design, look-book layouts, graphic communication for events and social media. |
| UI/UX Designer Game Artist at Green Jade Games
2022–2023 | Building and maintaining the company's design system. Designing user interfaces for games. Coming up with new game concepts matching the latest mechanics. Managing branding and visual communication for the firm and its IP's. | Packaging Designer at SelfPackaging
2011–2012 | Creative concept development, design execution, colour proofing, and printing for luxury and mass market packaging. |
| Lead Designer at PayXpert
2016–2020 | Creating the design system for an international startup on the fin-tech market across a wide variety of mediums. Branding identity, web, social media, trade fair booths, merch. Checkout payment interfaces, app walkthroughs, onboarding and customer journeys. | Spanish Language Teacher for Foreigners
2012 | Teaching adult student groups, applying the communicative language learning approach, creating engaging activities to make all peoples on the learning class participate and learn a new language. |
| Professor at Cuneo Fine Art Academy
2019–2020 | Teaching the subjects of Layout for Graphic Design and Packaging Design to Fine Art and Design university students in Milan. | Sales & Customer Support for Vueling Airlines
2013 | Sales department, proposing airline tickets to clients. Customer care, making changes to flight reservations and taking care of passenger satisfaction after schedule changes. |
| Freelance Photographer
2018 | Shooting local newsworthy personalities and events for a news press agency in Naples. Using photoediting software to edit images. Preparing, tagging and sending final images for distribution and sale. Capturing memories for brides and grooms, creating a photographic narrative of wedding ceremonies. | Receptionist for Hotel Sallés Barcelona Airport
2007 | Greeting guests as they arrive at the hotel. Checking guests in and out, and give them their room keys. Helping them navigate through the hotel and the city. Providing them with maps and touristic information about events or monuments. Taking bookings by telephone or email, preparing bills and taking payments. |
| Freelance Designer
2016–2022 | Brand identity, website design, wireframing, graphics for social media, animations, online & offline advertising campaigns, print communication, patterns, packaging, lettering, illustration. | Sales Manager for Gran Via 2 photo store
2004 | Assisting customers with purchase decisions about photographic equipment, electronic devices and appliances. Answers customers questions about merchandise. Collecting payment using the store point of sale system. |

SKILLS

Languages

Spanish C2	● ● ● ● ●
Catalan C2	● ● ● ● ●
English C2	● ● ● ● ●
Italian C1	● ● ● ● ●
French C1	● ● ● ● ○
Japanese B1	● ● ○ ○ ○
German A1	● ○ ○ ○ ○
Portuguese A1	● ○ ○ ○ ○

Computer

Illustrator	Figma
Photoshop	Adobe XD
InDesign	Sketch
Lightroom	WordPress
Acrobat	Elementor
Dimension	HTML/CSS
Animate	Spline
After Effects	Blender

ACADEMIC EDUCATION

2022 Several courses in Sales and Web design; HTML/CSS, WordPress and Elementor. Flux Academy, FreeCodeCamp.

2021 Master in Digital Product Design: UX Research & UI Design. Udemy.

2020 Traditional Illustration course. International School of Comics, Turin.

2019 Vipassana Meditation Course. Dhamma Atala Meditation Centre, Lutirano, Florence

Botanical Watercolour course by Maria Rita Stirpe. Iris Garden, Florence.

2018 Courses in Life Drawing, Anatomy, Engraving and History of Art. Academy of Fine Arts, Florence.

Cinema course: Bergman's cinema by Marco Luceri. Stensen Foundation, Florence.

2017 Taoist meditation course. by Yogiraj Aruna Nath Giri. Rishi Culture Centre, Palermo.

2016 Training in realistic drawing. Copy of Bargue's plates. Nude drawing in charcoal. Barcelona Atelier, Barcelona.

2014–2016 Post-graduate degree in Jungian Art Therapy. Escuela Superior de Arteterapia Inter-Art, Barcelona.

2013 Screen Printing workshops by Sergio Rocha. Pati Llimona, Barcelona.

2012 Teacher of Spanish as a Foreign Language (ELE) training course. Internships with groups of students. International House, Barcelona.

2006–2011 Degree in Design. Specialty in Graphic Design. Elisava Escola Superior de Disseny. Pompeu Fabra University, Barcelona.

2008 Course in Lynography. University of Southampton, United Kingdom.

2005–2006 Erasmus academic year. Université Paris VIII. Courses in cinema, photography, psychology and communication.

2002–2007 Degree in Advertising and Public Relations. Universitat Autònoma de Barcelona.

OTHER

Interests

Video games
(Art) History
Travelling
Photography
Psychology
Self-development
Yoga

Personal qualities

Creative
Curious
Adaptable
Thoughtful
Positive
Intuitive
Honest