



Hola! I'm Sergio.

I help brands, startups, institutions and individuals to create beautiful and useful visual messages crafted to suit their needs and engage their target.



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What I do



UX / UI



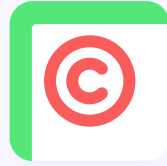
Iconography



Web Design



Illustration



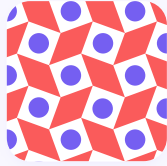
Identity



Game Design



Packaging



Surface
Patterns



Infographics



Typography &
Lettering

Skills

- Illustrator
- Photoshop
- Figma
- Adobe XD
- Sketch App
- InDesign
- Lightroom
- Bridge
- Dimension
- Blender
- Spline
- WordPress
- Sketching & Drawing
- Blender
- File Organisation
- Presenting Ideas

Spanish & Catalan



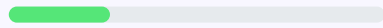
English



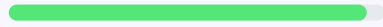
French



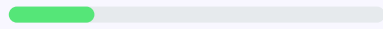
Japanese



Italian



German



12
Years of
experience

2
Awards

∞
Cups of
coffee

Work Experience



PARIPLAY | MALTA

Product Designer

Responsible for designing back office product and live games. Creating wireframes and prototypes, and collaborating with stakeholders to ensure all design specifications are met.



GREEN JADE GAMES | MALTA

UX/UI Designer, Game Artist

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.



PAYXPERT | BARCELONA

Lead Designer

Creating the design language of an international startup on the fin-tech market across a wide variety of mediums. From the identity system creation to web and social media, icons and infographics. Designing checkout payment interfaces, app walkthroughs, onboarding customer journeys, documentation templates and several booths for international gaming and e-commerce fairs.



FREELANCE | ITALY

Photographer

Covered several events for press photo agencies. I also photographed weddings.



MEDWINDS CAMPER | BARCELONA

Fashion Graphic Designer

Creating seamless textile patterns and brand communication. Also honed still studio product photography, used for the web store.



SELFPACKAGING.ES | BARCELONA

Packaging Designer

Concept packaging both Luxurious and mass market. Custom letterings. Direct marketing campaigns. Awarded with a Laus prize in Packaging design.

Education



UDEMY

Master in Digital Product Design: UX Research & UI Design

Lessons in user experience research, human perception, usability testing and above all, critical thinking.



ACADEMY OF FINE ART | FLORENCE

Academic Drawing & Illustration

Learned the classic figure drawing, anatomy and traditional painting techniques, art history and storytelling for illustration.



INTER-ART | BARCELONA

Postgraduate in Art Therapy

Two years of Jungian analytic psychology and therapy training. I learnt how we are more than the sum of the processes of our brains, and how to apply psychoanalytic art therapy to help with mental dysfunction.



INTERNATIONAL HOUSE | BARCELONA

Teacher training course

Communicative language teacher training where I learn how we all learn and how to make others do it easily.



ELISAVA SCHOOL OF DESIGN & ENGINEERING, UPF

Degree in Design

Four years in which I developed the basis for my design practice. I learnt the principles and history of design, how it is applied to every field, and how design is hard, serious work.

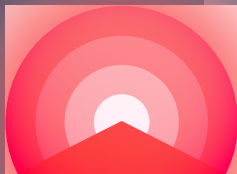


UNIVERSITAT AUTÒNOMA DE BARCELONA, UAB

Degree in Communication, Advertising & Public Relations

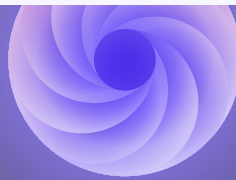
Where I learnt all about creativity, advertising, social sciences, psychology, art and media. The methodology was particularly useful: team work and constant stage presentations.

My Superpowers



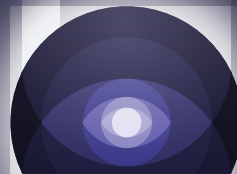
Adventuritis

The force of attraction emitted by challenges and situations outside my comfort zone.



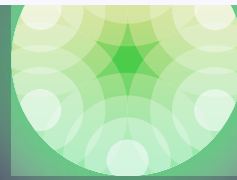
Curiosophy

Engine that pushes me to learn from every new project that I take.



Intuitivity

Psychic power that allows me to access the sphere of the immaterial, hidden or subconscious.



Creativomania

Magical device that allows me to transcend the ordinary, what already is.



Enthusiasm

Ability to get excited, to immerse in and commit to what I am doing at any given moment.