

SERGIO CRUZ



✉️ Spanish nationality

🚗 Driving License

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WORK EXPERIENCE

Senior UI Artist at Toca Boca
2023 | NOW

Developed the complete UI language for Toca Days from the ground up, and currently contributing to Toca World, the studio's flagship title (60M+ MAU). Responsible for designing intuitive, playful interfaces and maintaining consistency across one of the world's most beloved kids' games.

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.

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.

Lead Designer at PayXpert
2016 | 2020

Creating the design system for an international startup on the fintech 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.

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.

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.

Freelance Designer
2016 | 2022

Brand identity, website design, wireframing, graphics for social media, animations, online & offline advertising campaigns, print communication, patterns, packaging, lettering, illustration.

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.

Packaging Designer at SelfPackaging
2011 | 2012

Creative concept development, design execution, colour proofing, and printing for luxury and mass market packaging.

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.

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.

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.

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

Unity

WordPress

Lightroom

Elementor

Acrobat

HTML/CSS

Dimension

Spline

Animate

Blender

ACADEMIC EDUCATION

2024 | Certified Accessible Player Experiences® Practitioner (CAPXP). Accessible Games

2017

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

2024 | Completed Unity Essentials Pathway. Unity Learn.

2016

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

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

2014 | 2016

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

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

2013

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

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

2012

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

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

2006 | 2011

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

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

2008

Course in Lyrigraphy. University of Southampton, United Kingdom.

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

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.

2002 | 2007

Creative

Curious

Adaptable

Thoughtful

Positive

Intuitive

Honest

OTHER

Interests

Video games

Personal qualities

(Art) History

Creative

Travelling

Curious

Photography

Adaptable

Psychology

Thoughtful

Self-development

Positive

Yoga

Intuitive

Honest