

SERGI SÁNCHEZ

PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

Product Designer with a background in Level Design, specialising in turning complex systems and journeys into clear, testable experiences ready for development. I have taken a real product from discovery to production, combining user research, information architecture, user flows, interaction design and Figma. I use AI-assisted functional prototyping to accelerate validation and collaborate closely with engineering.

PROFESSIONAL EXPERIENCE

Product Designer | Freelance

(Mar 2026 - Present)

End-to-end design and launch of a real web product for **Beikit Bakery**, from discovery to production.

- Contributed to an approximately 25% increase in online orders after launching the new web experience, taking the product from research to production.
- Translated findings from two discovery sessions and 5 customer interviews into an information architecture and purchase and catering flows aligned with the company's B2C and B2B goals.
- Reduced access to the menu or the start of an order to two taps by designing a fixed bottom navigation after identifying drop-off in the mobile journey.
- Designed the responsive experience and high-fidelity prototype in Figma, iterated with the client and contributed to its implementation using Claude Code.

Sales Specialist | Apple

(Jul 2025 - Jan 2026)

- Identified and referred B2B opportunities to the Business team by uncovering unstated needs and translating them into appropriate solutions for each customer.
- Delivered consultative customer service across the Apple ecosystem, developing a direct understanding of the needs, motivations and objections of different user profiles.

Level Designer | Loco Players, S.L.

(June2024 - Oct 2024)

- Reduced identified friction points by 20% across weekly playtesting sessions by optimising player flows and continuously iterating on level design.
- Led cross-functional design sessions with Art and Engineering in an Agile environment, using Jira to prioritise tasks, document decisions and track implementation.

Level Designer | Rolldbox Games

(Nov 2023 - Feb 2024)

- Contributed to a 15% improvement in retention observed during playtests by iterating on interaction systems, player journeys and encounters.
- Designed the experience for **Masks of the Void: Origins**, released on Steam, and documented design decisions to support collaboration with engineering from concept to final polish.

EDUCATION

Master's in UX/UI & AI Design | Nuclio Digital School

April 2026 - Present

Specialised training in user research, user experience design, digital interfaces, prototyping and the integration of AI into Product Design workflows.

Level Design for Games | CG Master's Academy

Oct 2024 - Dec 2024

Bachelor's Degree in Video Game Production | TecnoCampus Mataró

2018 - 2022

Higher Vocational Training in Cross-Platform Application Development | Escola Pia Granollers

2016 - 2018

SELECTED PROJECTS

Voltia | Master's final project in UX/UI & AI Design | 2026

Product: Electric vehicle charging app.

Role: Role: Product Designer, Project Lead and Team Lead

Team: 5 people

- Turned findings from qualitative research with 10 electric vehicle drivers into product opportunities for improving the charging experience.
- Led project planning and coordination and contributed across every stage of the design process within a four-person team.
- Defined the information architecture and onboarding and charging flows, including alternative states, error scenarios and journeys beyond the happy path.
- Built the design system and high-fidelity interface in Figma, establishing consistent components and visual patterns across the application.
- Validated the prototype through a round of moderated usability testing and iterated on the flows and interfaces based on the findings.
- I am currently responsible within the team for taking Voltia from prototype to a functional iOS application through an AI-assisted development workflow with Claude Code.

SKILLS

Product Design: Product Discovery, User Research, Information Architecture, User Flows, Task Flows, Interaction Design, Usability Testing, AI-Augmented Design

Systems and delivery: Design Systems, Prototyping, Design Handoff, Documentation, Cross-functional Collaboration

Tools: Figma, FigJam, Jira, GitHub, Claude Code, Codex, Claude Design

ADDITIONAL INFORMATION

- **Languages:**
 - Spanish and Catalan (native)
 - English: Professional working proficiency
- **Location and working preferences:** Barcelona | On-Site, Hybrid or remote
- **Availability:** Full-time