



Sergi Vidal Paris

## UX/UI | WEB & GRAPHIC DESIGNER

### PROFILE

**Sergi Vidal Paris**

**UX/UI, web & graphic design, and digital communication skills.**

Committed to projects, proactive, perseverant, creative, methodical and enthusiastic team player, always willing to learn about my colleagues. In addition, I've worked for large consumer companies, SaaS companies, SMEs, and public institutions.

#### MOBILE

+34 626 57 57 34

#### EMAIL

[svp@sergividal.eu](mailto:svp@sergividal.eu)

#### LOCATION

Barcelona

#### PROJECTS

[sergividal.eu](http://sergividal.eu)

#### LINKEDIN

[linkedin.com/in/sergi-vidal-paris/](https://www.linkedin.com/in/sergi-vidal-paris/)

#### LANGUAGES

Spanish, Catalan, English

#### AVAILABILITY

On-site, remote, hybrid

### SKILLS

- Mac/Win
- UX/UI
- Web & Graphic design
- Wireframing & Prototyping
- Sketching & Storyboarding
- Tree testing & User testing
- Web & UX writing
- Audio & Video Edition
- Image processing
- Social Media
- Email marketing
- HTML, CSS & JS (Basics)
- Google Analytics (Basics)
- SEO (Basics)
- Adobe Creative & Office Pack
- Agile methodologies
- Figma
- WordPress

### Experience

#### UX/UI CONSULTANT | WEB DESIGN PROJECTS [2021-2023]

- Usability & Accessibility heuristics
- **Goal:** Improving websites with user centered design mindset.

#### UX/UI | WEB & GRAPHIC DESIGNER [2021]

**Barcelona Sports Hub** [Sport Tech & Innovation Hub]

- Benchmarking, conceptualization and creative process
- Sketching, wireframing and prototyping
- Web design, web & UX writing. SEO on page
- Supporting to cocreation workshops facilitation
- **Goal:** Conceptualization and creative BSH development. Technological and digital communication roadmap.

[www.sportshub.barcelona](http://www.sportshub.barcelona)

#### UX/UI | DIGITAL COMMUNICATION [2016-2019]

**BAB Software Applications** [IT Services for Digital media]

- Benchmarking & conceptualization
- BAB corporate websites design. Web & UX writing
- Corporative blog content creation. SEO on page
- Social media & email marketing

**Goal:** Supporting to develop Comitium CMS' new features. Digital reputation and social media. SEO improve.

[www.wearebab.com](http://www.wearebab.com) | [www.comitium.io](http://www.comitium.io)

#### UX/UI | WEB & GRAPHIC DESIGNER [2013-2016]

**Muaaka.com** [Musical Social Network - Startup]

- Benchmarking, quantitative & qualitative research
- Conceptualization and creative process. Naming & branding
- Graphic design, On/Off ads, merchandising. Google displays
- Web design, UX/UI. Web & UX writing
- Infographics and presentations. Press releases

**Goal:** Branding, interactive experiences and community creation. User acquisition and loyalty.

La Vanguardia: <http://bit.ly/1J0tI0c> | TV1: <https://bit.ly/2R9iyij>

#### WEB & GRAPHIC DESIGNER | PROJECT MANAGER [2004-2013]

**Lekter Grafiks** [Web & Graphic design, Interactives, 3D & Audiovisuals]

- Web & graphic design, naming & branding. Graphic advertising
- Brochures, catalogs, point-of-sale ads and displays
- Corporate intranets and TV channels. Digital signage

**Goal:** Conceptualization and creative process. Project management.

**Projects:** Affinity Petcare, Panrico, System Action, Munich Esports.

### Education

- 2019-2020 **USER EXPERIENCE MASTER DEGREE**- La Salle - Universitat Ramon Llull
- 1999-2000 **WEB/MULTIMEDIA POSTGRADUATE** - BAU Centro Universitario de Diseño
- 1996-1999 **GRAPHIC DESIGN DEGREE** - BAU Centro Universitario de Diseño
- 1978-1993 **EGB/BUP/COU/PAU** - Escola Pia Balmes