






Jordi Biosca


Senior Product Designer

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 Barcelona, Spain

 [LinkedIn Profile](#)


 [Case Studies](#)

PROFESSIONAL SUMMARY

I'm a Senior Product Designer who's spent 15+ years finding the clearest path through complexity, whether that's a blockchain energy platform, a Web3 marketplace, or a match-3 mobile game. I care about the moment a confusing thing becomes obvious to the person using it. I bring both the brand-craft sensibility of a consultancy background and the product rigour of fast-moving startups, and I work best when design, product, and engineering are solving the problem together.

WORK EXPERIENCE

Senior Product Designer

[GFAL • Gaming/Web3](#) 

11/2021 – 01/2026 | Barcelona, Spain

- Led end-to-end product design for the **GFAL Marketplace**, a Web3 platform enabling thousands of players to buy and sell in-game items using our own cryptocurrency, designed from MVP through full-scale launch.
- Contributed to game user experience and interface design for **Diamond Dreams** (match-3 mobile game), applying interaction design principles to improve player engagement and retention.
- Owned the full UX/UI design process: user research, journey mapping, information architecture, wireframing, prototyping, and high-fidelity UI, through to developer handoff and implementation support.
- Integrated AI tools into the design workflow for rapid ideation, UX copy, and design iteration, accelerating delivery across sprint cycles.
- Collaborated closely with product managers and developers in an Agile environment to deliver scalable, technically feasible design solutions across rapid iteration cycles.

Product Designer

[Flexidao • Renewables/Blockchain](#) 

08/2018 – 01/2020 | Barcelona, Spain

- Created end-to-end UX/UI for a Web3 based renewable energy traceability SaaS platform.
- Co-defined product discovery and validation strategies alongside Product Managers, translating complex energy data workflows into scalable B2B product roadmaps based on user interviews and stakeholder requirements.
- Conducted usability testing and stakeholder interviews to validate design decisions and align product direction with user needs.
- Worked within cross-functional product and engineering teams to ensure design feasibility and delivery within sprint cycles.

Digital Designer

[JKA+D • Design Consultancy](#) 

06/2008 – 11/2021 | London, UK

- Delivered digital campaigns and brand experiences for 100+ clients across luxury hospitality, F&B, music, and non-profit sectors. Clients include Island Records, Amnesty International, PJ Harvey, Fortnum & Mason, La Bodega Negra, Island Outpost Hotels, Reform Social Grill.
- Managed design production for multi-channel digital campaigns, collaborating with multidisciplinary teams to meet tight delivery timelines.



CORE SKILLS & COMPETENCIES

Product & UX Design – End-to-end product design, UX design, interaction design, user research, usability testing, A/B testing, information architecture, journey mapping, wireframing, prototyping

Design Systems – Component libraries, design tokens, scalable UI frameworks

Visual Design – UI design, branding, typography, iconography, web design, responsive design, mobile design

Tools – Figma, Sketch, Adobe XD, InVision, Illustrator, Photoshop, InDesign, Affinity Suite

Technical – HTML, CSS, jQuery (working knowledge), WordPress

Collaboration – Cross-functional collaboration, stakeholder management, Agile/Scrum, design thinking, rapid iteration, human-centered design

AI & Emerging Technologies – Advanced design prototyping and rapid iteration using Claude Design, Midjourney, Freepik (now Magnific) and ChatGPT, Gemini for AI-driven UX copywriting and localization.



LANGUAGES

Spanish, Catalan ● ● ● ● ●

English ● ● ● ● ●

UX/UI & Brand Designer

Nostromo • Freelance Practice [↗](#)

06/2006 – 11/2021 | London, UK

- Translated client requirements into intuitive, visually appealing digital experiences, managing projects independently from discovery to delivery.
- Built and maintained a portfolio of 20+ independent clients across the arts, music, and fashion industries, managing end-to-end design projects from discovery to delivery with a high rate of repeat and referral work.

Web & Graphic Designer

Ichikoo Films • Film & TV [↗](#)

11/2007 – 11/2010 | London, UK

- Designed and developed the company website using HTML and CSS.
- Ensured responsive, user-friendly, and visually cohesive web pages.
- Oversaw and coordinated the design of promotional materials (print and digital).
- Maintained visual consistency across all digital and print assets.



EDUCATION

Graphic Design

London College of Communication

06/2006 – 06/2006 | London, UK

- 2D Design Software
- Experimental and Time-Based Web Design
- Publication Design
- Experimental Typography
- Portrait Photography

BA Business Administration

Universitat de Lleida

09/1998 – 06/2001 | Lleida, Spain