

# Sergi Font

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## Senior Product Designer

Senior Product Designer with 8 years of experience turning complexity into usable, scalable products: platform consolidations serving thousands of global users, 0-to-1 tools, AI-augmented workflows, and design systems built from scratch. Background in Industrial Design Engineering means I think in systems and constraints first. I prototype in code using AI tools daily, which lets me validate ideas faster and communicate intent more precisely with engineering.

### WORK EXPERIENCE

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#### **Sr. Product Designer • Amsterdam, Netherlands • Full-time**

Customer Success platform. Customer Communities product, a white-labelled community platform deployed by enterprise

##### **Gainsight**

**October 2024 - Present**

- Designed and shipped Thread Replies: the first threaded discussion system for Gainsight Communities, directly unblocking enterprise deals where the feature had appeared as a contract requirement. Led end-to-end: research, concept validation using Figma Make prototypes, design across all states and breakpoints, and the full admin/moderation experience post-launch.
- Redesigned the admin moderation experience to a unified and optimised interface, simplifying the flow to empower moderators to do their job more efficiently.
- Currently defining the implementation of RBAC: a scoped permission architecture separating roles from access sets, covering complex multi-tenant edge cases. Built a high-fidelity functional prototype in Claude Code to drive stakeholder alignment before engineering sprints were scoped, reducing back-and-forth by making decisions concrete earlier.
- Currently rebuilding the admin design system on shadcn foundations using Claude Code, consolidating inconsistent legacy components into a single, maintainable system across the platform.
- Rated Unmatched Excellence in FY26 performance review, the highest rating in the organisation.

#### **Sr. Product Designer • Amsterdam • Full-time**

##### **Corsearch**

Global brand protection company operating across 100+ markets. Joined as the first and only designer to consolidate two competing legacy platforms into a single unified product.

- Sole designer supporting 6 engineering teams (FE and BE) and 4 Product Owners simultaneously across marketplace enforcement, domain enforcement, AI features, reporting, and admin.
- Led end-to-end design of the unified Brand Protection Platform, serving 3,800+ IP analysts globally, with workflows localised across fashion, electronics, pharmaceutical, and regulatory industries in different markets.
- Built a Design System from scratch with zero inherited components. Documented every component with usage rationale. Adopted across all engineering squads.
- Designed dual AI surfaces adapting to different user contexts: image recognition for visual-heavy industries and text/keyword analysis for regulatory verticals, with the same underlying workflow and a configurable assistance layer depending on market and use case.
- Reduced enforcement time per listing by 42% through workflow automation and AI-assisted item analysis. User satisfaction improved 57.5% vs legacy platforms. NPS lifted to 42.
- Acted as institutional memory when senior PMs departed, maintaining platform logic, writing product briefs, and validating decisions directly with engineering leads.
- Promoted to Senior Product Designer within role based on impact.

#### **Product Designer • Barcelona, Spain • Full-time**

##### **HP Inc**

**September 2021 - August 2022**

HP is a renowned global pioneer in cutting-edge technology, fostering digital excellence through advanced hardware, software, and services.

- Collaborated with a multidisciplinary agile team of designers, developers, process engineers, and business analysts to design internal solutions that optimized workflows for HP employees.

- Streamlined workflows and enhanced user experience: Implemented design improvements across B2B, B2C, and internal iOS applications, resulting in a 50% decrease in process completion time and increased productivity.
- Boosted user engagement: Improved user experience through enhancements that contributed to a 27% increase in overall user engagement across platforms.
- Led design of HP's first UX internal product in the vertical: a mobile expense management app deployed globally to 455,000 employees across dozens of countries and currencies.
- Reduced average submission time from 46 minutes to 19 minutes, a 58% improvement. Projected saving: 204,750 hours annually.
- Designed separate interfaces for submitters and approvers: same data, completely different workflows. 4.8/5 post-launch satisfaction.

## Product Design Engineer • Barcelona, Spain

ZICLA

December 2019 - September 2021

A leading circular economy company specializing in urban mobility solutions. Through innovative and sustainable approaches, offering recycled products to tackle urban challenges.

- Designed end-to-end urban mobility products: Utilized 3D modeling tools, renders, and sketching tools following design thinking methodology to create innovative and sustainable urban mobility solutions.
- Implemented Augmented Reality (AR) technology: Enhanced user experience by delivering interactive and immersive product experiences, leveraging AR to simulate real-world usage scenarios and showcase products effectively, contributing to a 23% increase in sales.

## Product Designer • Barcelona • Internship

HP Inc

July 2018 - August 2019

- Humanized digital packaging technology by developing a human-centric communication framework for personalization and sustainability storytelling. Collaborated on virtual reality projects to create immersive experiences that enhanced user engagement and brand interactions.

## EDUCATION

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### Master in User Experience and Interaction Design (Ux/UI)

Open University of Catalonia

### BSc Industrial Design and Product Development Engineering

Polytechnic University of Catalonia • Barcelona

### Emergency Response Officer (ERO)

NedCert • Amsterdam

## VOLUNTEERING & LEADERSHIP

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### ADPList

May 2023

- Amsterdam

Successfully guided and mentored more than 45 designers worldwide, helping them define their design careers, review their portfolios, and create a consistent powerful personal brand.

## SKILLS

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Data Analysis, Figma, Miro, Optimal Workshop, Qualitative & Quantitative Research, Usability Testing

**Design and Prototyping:** Accessibility, Design Systems, Figma (expert), High-Fidelity Prototyping

**Research:** Google Analytics, Hotjar, Pendo, Qualitative & Quantitative, Usability Testing

**AI Tools:** Claude Code, Figma Make, Lovable, Mobbin, V0

**Code:** Next.js, React (functional prototypes)