

Frank Sera

Design Engineer

"I build my ideas."

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Design Engineer. I've been building software since 2017 as a one-person practice — design, code, shipping and maintenance of every product go through the same hands. I believe in quiet interfaces, software that lasts, and writing the code I sign.

9 years of experience

8 apps on the App Store

📁 EXPERIENCE

2025 – Present **Product Designer & Front-End Developer · Techiegeeks**

Miami, FL (Remoto)

- Guided the technology transformation initiative of a white-label fintech platform
- Migrated stack from Capacitor + Angular to React Native + Expo + Supabase
- Designed and implemented multi-tenant architecture for international clients
- Product features: Wallet, international remittances, phone recharges, push notifications, gamification

2022 – Present **Founder & Full-Stack Developer · Ulula SaaS**

Proyecto Propio

- Built all-in-one platform for hospitality (orders, reservations, events, delivery)
- Developed AI chatbot for customer support and multi-agent workflows with LangGraph for personalized recommendations and automated order processing
- Integrated 4 payment providers (Stripe, Redsys, PayPal, Square)
- Implemented and verified VeriFactu (Spanish electronic invoicing compliance)
- Stack: Next.js, React Native, TypeScript, Supabase, Vercel AI SDK

2023 – 2025 **Principal Product Designer 'UI Developer · Inmigreat**

Miami, FL 'Madrid, España

- ~2 years total: Principal Product Designer leading product design
- Final ~9 months as UI Developer implementing my own designs in production
- Designed real-time immigration case tracking system
- Established scalable design system for the product

- 2023 – 2024 **Product Designer** · NTL Biotech / NTL Laboratory
Chicago, IL
- Designed digital products for biotech sector
 - Applied UX research methodologies in scientific context
- 2023 – 2023 **Art Director** · Revista Alma Mater
Cuba
- Led art direction for centennial commemorative campaign
 - Developed visual identity and audiovisual pieces broadcast on national television
 - Coordinated graphic production with national media outlets
- 2021 – 2023 **Creative Director** · Revista Guajiros
Cuba
- Developed visual identity and editorial line for entrepreneurship magazine
- 2020 – 2023 **Lead Designer** · Estudios WOW
Cuba
- Led comprehensive design projects for SMEs, NGOs, and nonprofits
 - Specialties: brand identity, editorial, audiovisual, illustration
- 2021 – 2022 **UI Designer** · CSQ Non Stop Shops
Madrid, España (Remoto)
- Designed "Recharge Phones" mobile app (phone top-ups)
 - Created wireframes, prototypes, and high-fidelity designs
- 2020 – 2021 **UI Designer** · OutBoss
Remoto
- Designed brand identities and mobile applications
 - Animation and branding for diverse clients
- 2019 – 2020 **UX/UI Designer** · Techiegeeks
Miami, FL (Remoto)
- Designed brand identities, mobile apps, and websites
 - Note - Returned in 2025 as Product Designer & Front-End Developer
- 2017 – 2019 **Web Developer** · WordPress Freelance
Remoto
- Developed 8-10 complete websites (custom themes, e-commerce with WooCommerce)
 - Stack: PHP, HTML, CSS, JavaScript
 - Experience that laid the foundation for my web development career

AWARDS

- 2022

ONDí Awards — Mention · Visual Identity

Ciudades Patrimoniales Cubanas — Oficina Nacional de Diseño
- 2022

Memoria Nuestra Young Researchers Award

Revista Guajiros

PROJECTS

- Nakama

A companion with a face, a voice, and memory.
- SwipeRoll

A cleaner cloud, one swipe at a time.
- Keyva

Secure environment variables, always in sync.
- Ulula

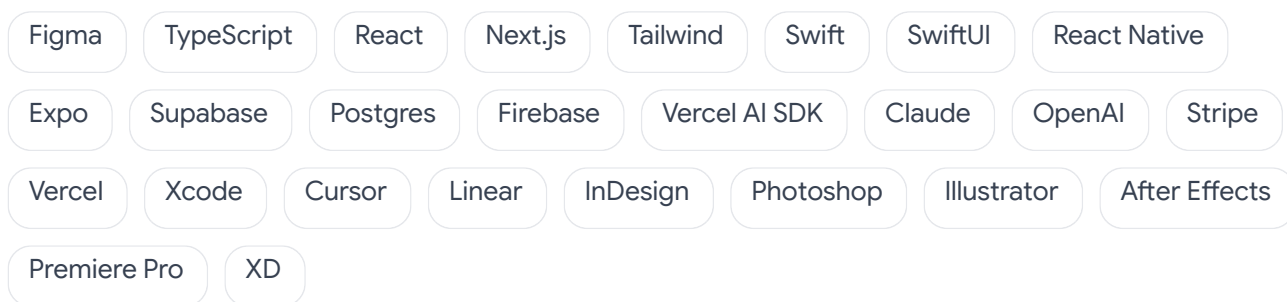
Hospitality SaaS · En producción · clientes activos
- FocusMode

Productivity app · En App Store · iOS 26+
- expression

Collaborative editorial editor · En producción · en el navegador
- noise

On-device video editor · 100% on-device

STACK



EDUCATION

- 2023 – 2024

Audiovisual Communication and Education — AI Research

Master's · Universidad Internacional de Andalucía (UNIA) · España
- 2017 – 2021

Visual Communication Design

Bachelor's · Universidad de La Habana / ISDi · Cuba