

# Frank Sera

Product designer and design engineer. I design digital products, build their web and mobile front end, and reach into the backend when needed. Since 2017 I have taken products from research to maintenance, with a focus on user experience, design systems and product design leadership. I believe in quiet interfaces, in software that lasts, and in writing the code I sign.


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React, React Native, Next.js, Swift, Supabase

## Education

2023 — 2024
Master's in Audiovisual Communication and Education — AI Research
Universidad Internacional de Andalucía (UNIA)
Spain

2017 — 2021
Bachelor's in Visual Communication Design
Universidad de La Habana / ISDi
Cuba

## Awards

2022
Honourable Mention, ONDi Awards
Visual Identity

2022
Memoria Nuestra Young Researchers Award
Research and editorial

## Experience

2025 — 2026
Principal Design Engineer · Techiegeeks
Miami, Florida · Remote

Owned design and engineering for the agency's platform and its mobile app. On Fingenius AI, which builds apps from a conversation, I worked from the AWS services up to the interface and built tools for its Bedrock agent.

2023 — 2025
Product Designer · Inmigreat
Miami, Florida · Remote

Led product design for two years and, in the final nine months, took my own screens to production. Defined the real-time immigration case tracking system —today over a million users and 4.8 on the App Store— and the product's design language.

2023 — 2024
Product Designer · NTL Biotech and NTL Laboratory
Chicago, Illinois · Remote

Owned the digital products of both companies in the group. Worked alongside researchers and lab staff to bring scientific procedures into interfaces that respect their method instead of flattening it.

2021 — 2022
Product Designer · CSQ Non Stop Shops
Madrid, Spain · Remote

Experience and interface design for the company's phone top-up application: user flows, wireframes, prototypes and final screens.

2020 — 2021
Product Designer · OutBoss
Granada, Spain · Remote

Covered the studio's client roster end to end: brand identity, mobile app interfaces and animation, from brief to delivery.

## Projects

2022 — Now
Design Engineer · Ulula
Hospitality SaaS platform

I design and build the entire product: orders, bookings, events and delivery for hospitality, with four payment providers, verifiable invoicing under Spanish tax regulation and a conversational assistant for the end customer.

**See extended portfolio →**
seracreativo.com