



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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🌐 seracreativo.com

🔗 github.com/seracreativo

📱 in/seracreativo

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 · Innigreat

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 →

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