



Héctor Ferrer-Vidal Garcia

Senior Product Designer — Design systems & purchase flows

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■ PROFILE

I've been designing digital products for seven years, in-house and through my own practice. At PortAventura World I'm one of two designers responsible for the whole digital product, from the app and the ticket and hotel booking flows to the private area, kiosks and the screens inside the parks, plus the design system that holds it together. I also set up the AI workflow our team designs with, which we use for research synthesis, design system audits and code prototypes. I came to design from political science, discourse analysis and data.

■ SELECTED IMPACT

01

4.5

App Store rating, up from 3.2 across ~1,600 reviews

02

64

Components in Skyloop, our design system

03

4

Languages shipped, across 3 parks and 2 hotel brands

04

~2.6×

App revenue growth over two years

■ EXPERIENCE

PortAventura World

UX / Product Designer — via Randstad Digital

May 2024 — present · Barcelona · Team of 2 designers

Reporting to the design lead and PortAventura World's e-commerce team. One of two designers owning the digital product end to end — app, web, hotel booking, private area, online check-in and in-park screens — across four languages, three parks and two hotel brands.

- Redesigned the app ticket purchase funnel end to end, which became the model for redesigning ticket sales on web; the new ticketing flow shipped in 2026.
- Built and own Skyloop, the design system for app and web, from zero: 64 components, now the default for all new work.
- Built and run the design team's AI workflow: a shared repository where Claude Code connects Figma, GitHub, Notion, NotebookLM and Whisper for research synthesis, design system audits and code prototypes.
- Designed the in-park information screens (wait times, dining, shows, area guidance) in six themed variants matched to each park area's typography, colour and artwork.
- Redesigned the hotel booking flow with the design lead, plus the private area, restaurant time slots and online check-in, all delivered for next year's launches.
- Worked across physical and digital touchpoints: QR park access, wayfinding and wait-time signage, and kiosks.
- Over the team's first two years, the App Store rating rose from 3.2 to 4.5 (~1,600 reviews) and app revenue grew ~2.6×. On the back of these results the team was made core and given the full digitalisation programme.

Woutick

UX/UI Lead — contract

Nov 2023 — Sep 2024 · Remote · Ticketing platform

Led UX for the rebuild of a ticketing platform with two sides: the public site where buyers find events and the B2B dashboard where organisers run them. Part of a ten-person team hired for the rebuild.

- Redesigned both sides end to end; sole designer for most of the contract, later with one designer reporting to me.

- Set up the design system from scratch: the component library the whole rebuild was built on.
- Built a deep understanding of the ticketing market from both sides: event organisers and ticket buyers.
- Kept research and UX best practices in the process despite tight deadlines, in continuous collaboration with product and engineering.

Independent Product Designer

Selected clients — Mas Sorrer, Cotown, Brothapps, SmartRoom, GOAL, Fet i Net, Somnis de Punt

2019 — present · Barcelona · Referral-based

- Delivered end-to-end product and web work: research, IA, UI, design systems, no-code builds and copywriting.
- Took Fet i Net and Somnis de Punt from brand and content through to a live Webflow site.
- Grew the practice entirely through referrals and repeat work, with several clients still active years on.

InterEuropean Human Aid Association

Team Manager

2021 — 2022 · Thessaloniki, GR · NGO

Field role on a wellbeing and integration project for refugees.

- Managed a team of 10–12 volunteers running the project's day-to-day activity on the ground.
- Led the organisation's full website redesign.

IdenCity

Data Analyst

Oct 2018 — Nov 2019 · Barcelona

Data analysis for city councils: urban improvement plans, smart city, industry and public policy projects.

- Produced reports for city councils based on the company's established set of indicators.
- Led the Pamplona project.
- Built the habit of reading decisions through data that I bring to product work today.

■ EDUCATION

Master in UX/UI Design — Nuclio Digital School · Feb 2023

MA in Discourse Studies — Universitat Pompeu Fabra, awarded with honours · Jun 2019

BA in Political Science — Universitat Pompeu Fabra · Jun 2016

■ CERTIFICATIONS

AI for UX Design — Designlab, four-week programme on AI workflows for UX · May 2026

Cybersecurity for users — Avanzo by Randstad · Nov 2024

■ SKILLS

Focus: Design systems, purchase and booking flows, AI-augmented design, multi-brand and multi-language products, physical-digital

Tools: Figma, Storybook, Claude Code, Figma MCP, NotebookLM, Whisper, Hotjar, GA4, Grafana, Webflow

Languages: Catalan and Spanish (native), English (professional working proficiency)