



Sergi Palou

Product & Service Designer

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Main work experience

Senior Product Designer

 **Europcar** · Jan 2025 - Present · 4 mos · Barcelona, ES

Designing on Qlik Cloud and Europcar's B2B platform.

- **B2B:** Designing a booking management platform for business users.
- **Qlik Cloud:** Defining service requirements and design system components to bridge business needs with Qlik experts.

Senior Product Designer

 **Ubee from Europcar** · Jun 2022 - Apr 2025 · 3 yrs · Barcelona, ES

Led product design for Europcar On Demand's mobile apps, web app, back-office tools, and mailing. Consistently scored above 95% in *PDR evaluations.

- Defined product strategy from feature scoping to performance tracking, with projects like User validation flows, Vehicle inspection, and in-app NPS
- Facilitated stakeholder workshops, governed files, and led UI/UX delivery
- Conducted A/B tests and mapped services from user research
- Worked in agile squads with engineers and ops teams

Lead UX & Service Designer

 **FailFast studio** · Apr 2019 - Jun 2022 · 3 yrs 3 mos · Barcelona, ES

Shaped UX and service design across B2B and B2C platforms for clients like FCB, city halls, and national healthcare (during COVID) among other clients.

- Led a team of 6 designers and mentored cross-functional delivery
- Managed key stakeholders and aligned product vision
- Built a strong design culture with project-sharing rituals

UX Designer

 **Opentrends** · Feb 2017 - Mar 2019 · 2 yrs 3 mos · Barcelona, ES

Designed mobile apps, websites, and intranets for public/private sectors.

- Applied design thinking methodologies across research, wireframing, prototyping, and testing
- Gained mastery in facilitation, user research, and usability testing
- Participated as a core team member in the FailFast launch

Teacher at Universty

 **ELISAVA Design School** · Jan 2014 - Dec 2020 · 7 yrs · Barcelona, ES

Taught Aesthetics and Design II in the Industrial Design program. Led master classes and seminars focused on project development and student mentoring.

Lead Industrial Designer

 **Martín Azúa studio** · Apr 2010 - Jun 2022 · 6 yrs · Barcelona, ES

Led product, graphic, and interior design projects. Oversaw conceiving, delivery, and studio operations.

*Performance Development Review

About

Design

Product Strategy · UX Research & Testing
Design Thinking · Mobile & Web Design
Roadmap · Accessibility · Data-Driven

Tools & Methodologies

Figma · Framer · Miro · Maze · Metabase ·
Contentsquare · Dovetail · Zeroheight ·
Jira · Confluence · Storybook · AI Tools

Design Sprints · Blueprint · Guerrilla test
Usability · Cross-functional collab

Collaboration

Workshop facilitation · Stakeholder
management · Team player

Europcar Hackathon Winner

Led the winning team in Europcar's first
internal hackathon. Built a WhatsApp-
based conversational booking prototype.

Education

Elisava Design school

- Postgraduate in Product Design (2008–2010)
- Bachelor of Science in Industrial Design Engineering (2005–2008)

Designskolen Kolding, DK

- Product Design – Erasmus Programme (2009)

Zurich Schule

- German scholarship

Languages

Catalan & Spanish – Native

English & German – Professional prof.