

Fernando Mostacero Serra

Freelance Product & Experience Designer · UX/UI, Design Systems, Learning & Campaigns

Auckland, New Zealand · 027 277 7683 · mosta@foxtale.es · www.foxtale.es · linkedin.com/in/mosta0
Full New Zealand work rights · Self-employed, IRD number and GST registered · Client work in English and Spanish

Fifteen years designing digital products, interfaces and campaigns, the last six working directly with clients as a one-person studio. I take a problem from the vague first conversation to production-ready files: research and structure, interface and design system, then documentation the client's team can run without me. Currently designing for a maritime technology company whose platform is used by fishing fleets worldwide, and leading the visual campaign for a New Zealand film festival.

SELECTED EXPERIENCE

Product & UX/UI Designer — Maritime Technology

Jul 2024 – present

Satlink · contract through Foxtale · remote from Auckland

- Design the interface and visual system for a satellite monitoring platform and the five applications inside it, used by technical and operational teams on fleets worldwide.
- Turn dense operational and oceanographic data into readable dashboards, maps and hierarchies, in two densities and two themes from one component set.
- Build reusable Figma components and responsive patterns, and support developers through handoff, accessibility review and QA in Azure DevOps.
- Defined and documented the company's functional QA process end to end: four core documents, eleven templates, an AI-assisted test-generation workflow with a mandatory human review gate, and a four-week onboarding plan for a new tester.

Visual Creative & Campaign Lead

2026 – present

Third Culture Film Festival 2027 · Tauranga, New Zealand

- Full creative authority over the edition: visual identity, a five-family master format system, posters, eight social reels and the campaign that carries them.
- Built the campaign to be run by two people with no paid media: kits with their own guides for press, filmmakers, sponsors and volunteers, plus bilingual handover documentation.
- Produced the motion work solo — AI-generated plates composited and finished in DaVinci Resolve and Fusion, with an art-directed pipeline that keeps the brand consistent across dozens of assets.

Independent Designer & Creative Technologist

2020 – present

Foxtale · Barcelona, then Auckland

- Responsive websites, digital products and interactive experiences for direct clients, from user flows to production assets.
- Self-initiated products as proof of range: a gamified course teaching a QA process end to end, and a branching workplace-safety investigation simulation, both designed, written and built solo in HTML, CSS and JavaScript.
- AI-assisted image, video and copy pipelines, with the decisions, final interface and quality bar kept manual.

Digital Designer & Gamification Specialist

2016 – 2025

Cognodata · freelance, remote

- Learning, engagement and internal communication projects for clients across banking, retail, health and industry.
- Progression systems, interactive experiences and visual assets, from concept through final delivery with stakeholder review.

Founder & Creative Director

2021 – 2025

The Haunted Oak · Barcelona

- Founded and ran a cultural shop and brand: physical space, website, events, workshops and editorial content.
- Led the identity and creative direction across every channel, and learnt the constraints of running a small business end to end. Finalist, Best Shop El Born 2023.

UX/UI & Gamification Consultant

2010 – 2013

Encore Solutions · Madrid

— Interfaces and interactive campaign concepts for marketing, education and engagement projects.

WHAT I DO

Product & UX	Interfaces, dashboards, operational tools, data visualisation, information architecture, prototyping, accessibility and WCAG, developer handoff, QA and UAT.
Design systems	Figma components and variables, responsive patterns, tokens, documentation a team can maintain after the project ends.
Learning design	Gamification, progression and feedback systems, interactive courses, onboarding and internal training.
Brand & campaign	Visual identity, master format systems, art direction, print and social, motion and video.
AI-assisted work	Image, video and copy pipelines that hold a brand steady across dozens of assets; AI-assisted test generation with human review.

TOOLS

Design & motion	Figma, Photoshop, Illustrator, InDesign, After Effects, DaVinci Resolve and Fusion.
AI	Claude, ChatGPT, Midjourney, Runway, Figma Weave, Firefly, Kling, Flux, Meshy, ElevenLabs.
Delivery	Azure DevOps and Test Plans, HTML, CSS and JavaScript, Unreal Engine 5.

EDUCATION AND CREDENTIALS

Master	Animation & Postproduction — CICE.
Certified	Microsoft Azure AI Fundamentals (AI-900). Unreal Engine storytelling — UT-HUB. AI Advertisement & Animation — Curious Refuge. Articulate Storyline — LinkedIn Learning.
Languages	Spanish and Catalan native · English daily, with clients and teams.
Also	Author of a completed 135,695-word historical folk-horror novel, part of a four-book saga built on documented European belief systems.