Sara Torrent
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Product Digital Designer Builder

+7 years of professional experience in design industry



Core Skills

UX Researach · Good understanding of UX principles · Solid UI design · Attention to detail · Proficiency in Figma · Good communication skills · Assertive

Product and graphic designer with experience in motion graphics and corporate communication. I have worked on a wide range of projects, with various companies and across different industries, including pharma, and SaaS.

Education

MA en Digital Product Design, BAU, Barcelona | October, 2026
MA in Cinema and Contemporary Audiovisual, UPF, Barcelona | September 2015 – June 2016
Bachelor's in Design, ELISAVA, Barcelona | October 2010 – June 2015
Exchange in NABA, Milan — Focus on media communication and storytelling.

Relevant Professional Experience

Visual Consultant | Telekom
Barcelona, Dec 2020 – Dec 2023 (3.5 years)

- Contributed to the UX and interface design of Magenta Cloud's polls feature
- Designed digital interfaces and communication tools for global brands
- Facilitated workshops and designed big picture infographics to communicate digitalization complex strategies next to Telekom for clients like Heineken, Adidas and Volkswagen
- Produced campaigns, brochures and motion graphics for internal communication

Motion Designer, Producer and Storytelling | We Are Hood
Barcelona, March 2018 – October 2019 (2 years)

- Designed and animated more than 30 brand stories, from initial concept to final delivery.
- Developed narratives, scripts and storyboards turning messages into clear, engaging visual stories
- Designed visual systems and art direction for brand and campaign pieces
- Produced motion graphics and animations adapted to different platforms and audiences
- Worked closely with clients and the studio team to align creative output with strategic goals

ADN Play Films, Barcelona |
Producer | September 2016 – September 2017 (1 year)

- Produced video and motion content for pharmaceutical clients in a highly regulated environment.
- Acted as the main link between clients and creative teams, turning requirements into clear briefs
- Edited video and created motion graphics for campaigns aimed at healthcare audiences

Languages

Spanish (native), **Catalan** (native), **English** (advanced C2), **Italian** (intermediate B2), **French** (beginner A2)

Software

Figma, Miro, Illustrator, Photoshop, Indesign, After Effects, Premiere, HTML, CSS.
Full AI integration. LLM's. No-code tools.

Additional Training & Interests

Mountain Guide Facilitator Course – Nova Scotia, Canada
Yoga Teacher Training – Rishikesh, India
Sea Kayak Level 1 – Canada