

Senior Product Designer

Marc Ballart Germa



Growth · Onboarding & Retention · Mobile UX/UI · Behavioral Design

Sr Product Designer with 8+ years designing the first moments of consumer products: the onboarding and early-retention flows that decide whether people stay. I take work from discovery to polished UI, test it, and iterate on what the results show. Coming from games, I bring hands-on experience with progression, rewards and habit loops, grounded in an MSc in Neuroscience. I design and ship my own AI products and use Claude daily to prototype and test ideas faster.

Based in	Email	Phone	Online
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Open to relocation			LinkedIn

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Experience

Senior Product Designer

Gameloft · Barcelona · 2026–Present

- Sole UX designer in the studio, building the discipline from the ground up: UX pipeline, craft standards and UX leadership across games and tools, alongside the UI team
- Designing cross-platform features end to end for a mobile, TV and Mac, including FTUE, menus and core gameplay UI adapted to touch, remote and keyboard
- Created a four-stage design process run through reusable Claude Skills: UX brief (problem, user stories, validation tests, success metrics, benchmarks), ideation (2–4 concepts with pros and cons), decision (full wireframed flows compared against objectives) and final UI on the design system
- Grounding research in neuroscience literature and designing behavioral metrics into features, e.g. collapsing secondary stats behind a toggle and using expand rates to decide whether to keep them or simplify the game
- Building the design system from wireframe kit to final UI component library, and feeding it to Claude to generate on-system prototypes

Senior UX Designer — Systems & Product Experience

Ubisoft · Tom Clancy’s Rainbow Six Siege · Barcelona · 2020–2026

- Led the new-player experience on a live product with 100M+ players, designing onboarding and early progression for new and returning players through telemetry, user research and A/B experiments
- **Impact: +10% D1 and +5% D28** retention
- Defined research plans from scratch: interviews, usability testing, playtesting, competitor analysis and data analysis in Tableau, turning results into design decisions tied to OKRs
- Applied learning science and skill-acquisition research to solve a complex activation problem at scale
- Built reusable UX patterns and interaction frameworks used across features
- Ran workshops on designing with metrics and mentored designers through the Ubisoft Development Program



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Selected work

- Landlord Wars

Concept for Monopoly GO! · Mobile F2P · [Figma file](#)

Social PvP feature designed end to end: reward loops, journey mapping, wireframes and art direction.
- Typevibes

Live product · AI · [typography-vibes.netlify.app](#)

AI typography pairing tool I designed and built end to end on the Anthropic API.
- Got2Park

Freelance · Mobile app · [Design report](#)

Parking app redesigned with two designers, from discovery research to final UI.

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Earlier experience

- Freelance UX & UI Designer

Remote · 2018–2020

– Designed web and mobile products end to end, from research to interface systems
- Research Assistant — Multisensory Research Group

Universitat Pompeu Fabra · 2022–2023

– Built a task-analytic framework splitting FPS gameplay into motor and conceptual learning

– Ran behavioral studies for my MSc thesis, Learning Loops in FPS Shooters

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Skills

- Growth design
- Onboarding, activation & retention
- Experimentation & A/B testing
- Mobile UX/UI & interaction design
- Design systems & high-fidelity UI in Figma
- Gamification: rewards, progression & habit loops
- Product discovery, user & competitor research
- Behavioral design
- AI-assisted prototyping & copy

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Education

- MSc Cognitive Neuroscience (Brain & Cognition)

Universitat Pompeu Fabra · 2021–2023

– HCI, learning systems, and the neuroscience of habit formation and behavior change
- BBA Market Research

Universitat Pompeu Fabra, Spain & Germany · 2013–2017

– Data analysis, research design and statistics
- Additional education

UX & UI Bootcamp (Ironhack) · Brain Science in Interface Design and Gamification UX (IDF) · Python & ML (ongoing)

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Talks

- [Game Developers Conference \(GDC\), 2024](#): Teaching Complex Games
- [Ubisoft Developer Conference, 2024](#): Teaching Complex Games
- [UX & UI Global Summit, 2021](#): Player vs User

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Tools & languages

- Design

Figma (components, auto layout, prototyping), ProtoPie, Miro
- AI & code

Claude & Claude Code, Anthropic API, basic Python
- Data & collaboration

Tableau, Jira, Confluence
- Languages

Catalan (C2), Spanish (C2), English (C1), German (B1)