

Jordi Albanell Flores

🧠 Design Thinker | 🤖 FIRST Nerd
👤 MoBro | 🧠 Mental Health Advocate



Contact details

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Education

Masters in Design Engineering

Imperial College London ('17-'21)
Results: First Class Honours
Awards: DESIRE (Design Engineering Selected Innovation REcognition)

Design Thinking for Business

IESE (June '23 - July '23)

Insights for Innovation and Foundations in Design Thinking

IDEO U (July '20 - August '20)

The American School in London

Middle School and High School ('09 - '17)
Awards: The Head of School's International Award, The ECIS Award for International Understanding

Skills

Design

InDesign, Xd, Photoshop, Illustrator, PremierPro, Figma, Canva, Elementor

3D Modelling

CAD, Solidworks, SketchUp, Rhino, Unity, Machining, Soldering

Programming

Java, Python, MatLab, C++, HTML

Other skills

Excel, HubSpot, MailChimp, Jira, Scrum, SmartLook, Sales Navigator

Languages

Fluent - English, Spanish, Catalan
Proficient - French

About me

I bring a robust design thinking approach combined with a solid foundation in STEM and team leadership. Over the years, I've played a key role in a startup environment, excelling in dynamic situations by juggling various responsibilities and guiding diverse teams. My passion lies in prioritizing user needs to drive forward-thinking, innovative solutions.

Work Experience

Biiah - July '20 - December '23

Project Manager - July '23 - December '23

- Managed sales operations, maintaining strong client relationships and user satisfaction.
- Led fundraising efforts in partnership with the Founder & CEO.
- Directed the tech team, assigning tasks via Jira and monitoring KPIs.
- Established and managed our CRM system using HubSpot.
- Built a product roadmap and strategy for the future of our launches and events.
- Monitored and analysed data, insights, and feedback to drive strategic decision-making.

Lead Designer - October '22 - July '23

- Conceptualised and designed the company's app and website.
- Formulated the company's user personas
- Developed the user flow for our sales strategy.
- Spearheaded the rebranding of the entire organization.
- Conducted 7 successful user tests with +1,000 participants.
- Created and formatted our fundraising pitch deck.
- Selected by Techstars as top 1% of start-ups worldwide.

Head Designer - July '21 - October '22

- Co-managed product development team and roadmap.
- Built app design and documentation for the tech team.
- Built collateral for marketing campaigns and newsletters.
- Held and recorded user testing interviews.

UI/UX Designer - July '20 - July '21

The American School in London - January '18 - Present

Design Engineer Mentor - January '18 - Present

- Mentored a team of 70 students to build a successful robot to compete worldwide in FIRST LEGO League, FIRST Tech Challenge, and FIRST Robotics Competition.
- New York '14 & '15, Shenzhen '17, LA '23 regionals winners.

STEM and Spanish teacher ages 09-18 - December '23 - Present

- Taught students aged 9-18 by creating lesson plans and aiding when needed

FIRST Tech Challenge UK - July '18 - Present

FIRST Tech Challenge Fellow

- Designed resources for schools on managing a robotics team.
- Spoke in conferences with schools and companies like Bloomberg.

Morillas Brand Design - September '21 - January '22

Industrial Design Intern

- Assisted and led projects that involved 3D modelling, Photoshop, and Illustrator.
- Formed part of team meetings with different branches and clients.

The Magic of Things Ltd. - July '19 - September '19

Product Design Engineer Intern

- Managed new 3D illusion products from ideation to design and assembly.
- Developed automation software in Python.
- Monitored deployment and use of illusions in events.

Imperial College - October '17 - July '21

Football Club Captain and Treasurer

- Managed 173 members and 9 teams to compete in the BUCS and LUSL leagues.

Plan My Gap Year - September '18

Mathematics and English Teacher in monastery in Nepal for ages 5-18

University Dissertation - [Published paper](#)

Bilateral Cochlear Implant (CI) Game Design (Desire Award): Worked with a research group to identify key motivating factors for teenagers with bilateral CIs to use interactive music games. Interviewed stakeholders and designed a game on Unity to improve their perception.