Jordi Albanell Flores

Consultant and product manager, with a design engineering background from Imperial · Singapore. From Barcelona; 13 years in London before Singapore.

Works across strategy, design and technology. Owns client work end to end, from positioning to delivery, and increasingly applies AI and agentic systems to brand and marketing work.

jordialbanell.com

EXPERIENCE

Nov 2026 to present

TOPPAN, Corporate Planning

Product management, Digital & AI Transformation · Singapore

Jun 2024 to Oct 2026

Hei by TOPPAN NEXT

Senior Consultant / Product Manager · Singapore

- Runs client work end to end, from positioning to delivery, leading teams of up to 6 to 8 designers and developers.
- Brand launch of TOPPAN Security Ethiopia, a new department.
- Launch of TOPPAN Digital IP (TD IP), which led to an ongoing marketing retainer.
- Brand evolution of TOPPAN Digital Language (TDL) in under three months, with up to 15 stakeholder interviews; led to an official TDL x Hei partnership.
- Launched the global brand of TOPPAN Leefung, including visits to its factories in Dongguan.
- Led a virtual campus for SIT's new Punggol campus, from concept to launch. Won FWA of the Day and a CSS Design Awards (CSSDA) award.
- One of the office's AI leads. Built internal AI products, including an account-based marketing platform that automates research and cold outreach; about 400 cold emails turned into a signed project.
- Projects in Singapore, London, Ethiopia, Dubai and China, plus smaller projects for global brands including ByteDance and Thermo Fisher Scientific.

Jun 2020 to Jan 2024

Biiah (formerly The Choral Hub)

UI intern to Project Manager · London

- A startup supporting mental wellness through music: singing sessions with coaches for around 20 UK companies, including ExxonMobil and BAE Systems, with an app tracking wellbeing.
- Grew from UI intern (2020) to UI designer, digital designer, lead designer (Oct 2022) and project manager (Jun 2023).
- Designed the app and website, led a full company rebrand, built user personas and ran 7 user tests with 1,000+ participants.
- One of ten startups selected for the Minnesota Twins Accelerator by Techstars, a programme that accepts around 1% of applicants. Drove the pivot from B2C to B2B in under three months, on site in Minneapolis.
- Directed a team of five engineers, set up the HubSpot CRM, ran sales operations and supported fundraising.

STRENGTHS

Brand strategy and launches

Brand launches and evolutions end to end, from positioning to delivery.

Research	Stakeholder interview programmes and user testing at scale.
Leading teams	Multidisciplinary teams of designers, developers and engineers.
Product and UX/UI design	Apps and websites from first version to launch.
Building with AI	Builds AI products hands-on, from an ABM platform to a strategy app built on a flight.
Physical prototyping	CAD, 3D printing and Arduino.
Coaching	Mentors around 60 students in FIRST robotics.

EARLIER WORK

Oct 2021 to Jan 2022

Morillas Brand Design

Industrial design intern · Barcelona

- 3D modelling and visuals, olive oil bottle concepts for a premium French brand, and a Spanish museum website redesign.

2020 to 2021

The Choral Hub, via Imperial Junior Solutions

Lead UX/UI designer · London

- App and website launch.

Jun to Sep 2019

The Magic of Things (The Cauldron)

Design engineer intern · London

- Built illusions for the bar: a self-stirring soup bowl, levitating candles and levitating cocktail glasses (Fusion 360, 3D printing, Python automation).

Summer 2018

FIRST Tech Challenge UK

Intern · UK

- Season resources for teams and teachers across the UK and Ireland.

2018

Volunteer teacher

Maths and English · Nepal

EDUCATION

2017 to 2021

Imperial College London

MEng Design Engineering, First Class Honours · London

- Master's project: BEARS, a virtual reality training suite for children and teenagers with bilateral cochlear implants. Won the DESIRE prize; published in Frontiers.
- Head of School's International Award; Dean's List semi-finalist.
- Captained the football club (173 members, 9 teams).

2023

IESE Business School

Design Thinking for Business

2009 to 2017

The American School in London

London

ROBOTICS

2017 to present

FIRST Robotics, The American School in London

Mentor (student competitor from 2009)

- Mentors around 60 students aged 14 to 18 on mechanical design, programming, strategy and project management.
- As a mentor: regional wins in Orange County, California (2023, qualifying for the Houston World Championship), New York (2024) and São Paulo (2026).
- São Paulo 2026: coached strategy; the team won the regional and its first-ever FIRST Impact Award, the programme's top honour.
- As a student: regional wins in New York (2014, 2015) and Shenzhen (2017).

SKILLS

Languages	English, Spanish and Catalan (fluent); French (proficient)
Design	Figma, SolidWorks/CAD, Fusion 360, Unity, user research and testing
Code	Python, Java, C++, HTML; builds AI products and apps
Delivery	Scrum, Jira, Notion, HubSpot

OUTSIDE WORK

· Still plays football and captains a team in Singapore.
· Movember participant since 2017; mental health advocate.
· Builds side projects, shown on this site.