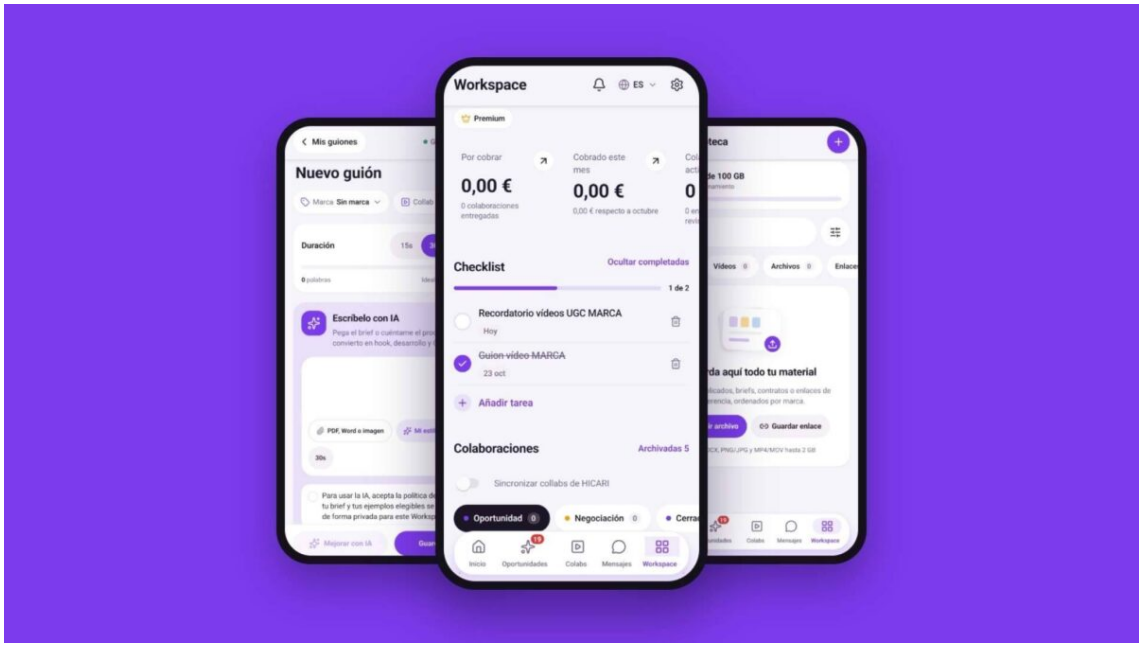
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UGC creators go professional: HICARI launches Creator Workspace, its free workspace

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The free version of HICARI's Creator Workspace can be used for commissions and collaborations both on and off HICARI, with a dashboard showing the status of each assignment, checklists, and storage for videos, scripts and invoices.

For 5 euros a month, the paid version expands storage to 100 GB and adds a client CRM and a VIP community where HICARI posts exclusive offers.

Madrid, 26 November 2026. HICARI, the Spanish UGC content platform that connects brands with 7,000 creators, has launched HICARI's Creator Workspace. It is a free workspace for UGC creators, who make videos featuring real people for brands to use on their social media and in advertising. It can be used to manage both assignments received through HICARI and collaborations creators secure on their own. The free version brings assignment tracking, videos, scripts and invoices together in one place, while the paid version costs 5 euros a month.

A UGC creator typically works for several brands at once, each with its own brief, deadlines, revisions and invoice. That work is often spread across phone notes, spreadsheets, cloud folders and messages. Creator Workspace brings it together in a single dashboard, designed to help creators work as independent professionals.

What Creator Workspace includes for free

Assignments dashboard, showing the status of each request at a glance, from proposal to delivery.

Checklists for each assignment, so no step in the brief is missed.

Video storage

Earnings analytics

Script creation and storage, to keep every delivered version close at hand.

Invoice storage, to keep invoices together at the end of each quarter.

What the paid version adds for 5 euros a month

Up to 100 GB of storage for videos.

Client CRM, with the history and contact details of each brand the creator works with.

HICARI VIP community, where the platform posts exclusive offers.

AI-generated scripts that learn the creator's tone.

What creators are saying

UGC creator and educator Anna Sánchez Villega (@annasv.ugc), who has 85,000 followers on Instagram, has used Creator Workspace over the past few months in collaboration with HICARI. In an Instagram post, she summed it up this way: “I've been testing this workspace for a couple of months to manage my UGC collaborations, and I'm loving it».

A profession gaining ground

The launch comes weeks after HICARI published its first Spain UGC Study 2026, which put the actual average price of a UGC video in Spain at 160 euros. The same study found that most brands still do not vary their prices according to a creator's experience. Keeping an organised record of assignments and clients is one step towards ensuring that experience is recognised and paid for.

Miguel Palau, co-founder of HICARI, explains: “UGC creators work for several brands, agencies and UGC platforms at once, dealing with deadlines, revisions and invoices. Until now, we gave them assignments; with Creator Workspace we also want to give them the tool to run their business. That's why the essentials are free, and anything beyond that costs less than a coffee a week. Everything in one handy app.”

Availability and pricing

HICARI's Creator Workspace is now available to creators at hicari.io on the web and as an app on Android and Apple. The free version is available at no cost. The paid version costs 5 euros a month, with a cheaper annual plan.

About HICARI

HICARI is a Spanish UGC content platform that connects brands with 7,000 creators to commission videos and manage deliveries and rights in one place. Brands including Flexicar,

VTech, idealo, Iberdrola and MASORANGE work with its creators. In 2026, it published the first Spain UGC Study and launched Creator Workspace, its workspace for creators. More information at hicari.io.

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