



Mike Nohales

Product Designer

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Asturias, Spain



TL;DR

Interaction. Product. Service.
Versatile. Full-stack designer.
Analytical. 10+ years. Curious. Detail-oriented. English. Spanish. I did my degree in theoretical physics.

I design digital products at the intersection of systems thinking and human behaviour. My background in theoretical physics taught me to find structure in chaos, a skill that transfers surprisingly well to designing complex interfaces, design systems, and multi-platform experiences.

Over 10+ years I've worked across agencies, startups, and schools, partnering with teams at Inditex, BBVA, Orange, CBRE, Bankinter, IKEA, CaixaBank or Hitachi, among others. I work best in teams that value attention to detail, curiosity, and a bit of humour.

Capabilities

Experience design

- Digital product design
- Interaction and prototyping
- Design systems
- UX/UI design
- Accessibility
- Conversational design

Insights

- Service design
- Workshop facilitation
- Design research
- Usability testing
- Design sprints

Technology

- Figma proficiency
- Claude, Pencil, Gemini
- Frontend awareness
- No code (Webflow, Framer)
- Principle, AE, Jitter
- Remote tools

Experience

Product Designer **Sngular**

Madrid
Apr 2018 — May 2024

Led end-to-end design across a portfolio of client products for Inditex, Orange, BBVA, Solvia, Stacklet or Hitachi. Owned design from research and ideation through to delivery, collaborating with product managers, engineers and stakeholders. Built and maintained component libraries that reduced design-to-dev handoff time significantly.

Design instructor **Fictizia**

Madrid
Nov 2018 — 2020

Designed and taught the product design curriculum, covering interaction design, UX fundamentals and prototyping. Mentored 20+ junior designers transitioning into the industry.

Interaction Designer **Isobar (Dentsu)**

Madrid
Oct 2016 — Dec 2017

Designed the full architecture and interaction model for COINC, a native saving app for Android and iOS built under Bankinter. Responsible for information architecture, flows, prototyping and usability testing. Also worked with Ibercaja, L'Oréal and CBRE.

UI Designer **Movetia**

Barcelona
2015 — Oct 2016

Contributed visual and interaction design to Imaginbank, CaixaBank's digital-only banking product. Also delivered web and app features for Banc Sabadell, FNAC and IKEA across fintech and retail contexts.

UI & CRO Specialist **Mencanta**

Madrid, Valencia
2014 — 2015

Started as a data analyst identifying behavioural patterns across a fashion-tech app in Spain, Germany, Brazil and the US. Insights led directly to UI redesigns that increased returning user rates.