

Mike Nohales

Senior Product Designer



TL;DR

Senior Product Designer · 10+ Years Experience · Theoretical Physics Background · Product Strategy & Systems · Complex Architectures · Bilingual (English & Spanish)

EDUCATION

2008 - 2013

Madrid, Spain

B.Sc. in Theoretical Physics

UCM

Universidad Complutense de Madrid.

CAPABILITIES

- Culture
- Product & Systems
- Critical thinking
- Product Strategy & Design
- Project Ownership
- Interaction & Prototyping
- Remote Collaboration
- Systems & Scalability
- Operational Autonomy
- Inclusive Design
- Adaptive Growth
- Insight-Informed Design
- Technology
- Insights & Strategy
- Figma Ecosystem
- Design Research & Testing
- AI-Augmented Workflows
- Workshop Facilitation
- Technical Fluency
- Competitive Analysis
- Technical Handoff
- Service Design
- Interactive Prototyping
- UI Motion Design

Mike Nohales

Senior Product Designer

EXPERIENCE

(1/2)

May 2026 — Present

Senior Product Designer

BBVA (via General Software)

Remote

- Spearheading product design and strategy within BBVA’s enterprise ecosystem, architecting high-complexity financial workflows for digital asset payment execution and transfer management (cryptocurrencies and stablecoins) across segments from startups to multinationals.
- Partnering with cross-functional product, engineering, business, research, and narrative teams to translate intricate technical and regulatory constraints into seamless user journeys, while optimizing product velocity by strategically adapting and scaling global design system capabilities and solutions.

Jun 2024 — Apr 2026

Career Break — Sabbatical

Focused on personal development and intentional time off following a successful 6-year tenure at Sngular.

Maintained passive upskilling in product strategy trends and emerging technology ecosystems to prepare for next high-scale challenge.

Apr 2018 — May 2024

Senior Product Designer

Sngular

Madrid, Remote

- Led end-to-end product strategy and design execution for a high-impact portfolio of global enterprise clients (Inditex, BBVA, Hitachi, Orange), transforming complex legacy workflows into intuitive digital solutions aligned with business goals.
- Architected and governed robust multi-platform design systems, scaling component libraries and technical documentation to drastically streamline cross-functional alignment and optimize engineering velocity.

Mike Nohales

Senior Product Designer

EXPERIENCE

(2/2)

Nov 2018 — 2020

Design Instructor

Fictizia

Madrid

- Developed and delivered an advanced Product Design curriculum focusing on interaction systems and product design methodologies.
- Mentored and coached 20+ designers, fostering critical thinking and facilitating successful transitions into the design industry in Spain.

Oct 2016 — Dec 2017

Interaction Designer

Isobar (Dentsu Group)

Madrid

- Architected the user experience and navigation architecture for COINC, Bankinter’s native digital saving ecosystem across iOS and Android platforms.
- Delivered strategic digital solutions and user research collaboration for premier global brands including L'Oréal, Ibercaja, and CBRE.

2015 — Oct 2016

UI Designer

Movetia (acquired by VASS)

Barcelona

- Designed high-fidelity user interface and interaction models for Imaginbank, CaixaBank's flagship digital-only banking platform.
- Shipped cross-platform product features for market leaders including IKEA, FNAC, and Banc Sabadell.

2014 — 2015

UI & CRO Specialist

Mencanta

Madrid, Valencia

- Leveraged quantitative data analysis to identify user behavioral patterns for a global fashion-tech platform across international markets.
- Translated data insights into targeted UI redesigns, successfully driving user retention and optimizing returning user rates.