

About

I'm a product designer and design engineer with 10+ years of experience in B2B, SaaS and consumer apps. I work embedded in product teams, owning design from discovery to delivery: talking to users, framing the problem, and working closely with Product and Engineering, often in remote, async setups.

Over the years I've specialised in translating complex requirements into clear, polished experiences that also make sense technically, designed with a scalable implementation in mind from the start. My development background means my involvement doesn't end at the handoff: I contribute to the codebase, work side by side with engineers on implementation details, and run design QA until it ships.

Selected Experience

 Avery Dennison Design Engineer

04/24 – Present · B2B · Enterprise · Product Design · UX Engineering · Design Systems

Embedded in the design team at a Fortune 500 materials science company operating in 50+ countries, working across product design, UX engineering and development on B2B tools used by customers worldwide. Partnering with Product and Engineering from discovery to production, running workshops with multiple teams, and bridging design and code through design systems, production components and agentic workflows.

 Atlas Lead Designer

04/25 – 12/25 · Consumer Tech · 0→1 · Product Design · 3D · Web Development

Led concept, art direction, product design, 3D visuals and web development for a neurotech startup building a brain-sensing wearable. Worked directly with the founders and engineering team to take an early-stage idea to a coherent product, now rolling out its first beta.

 Red Bull Racing Senior Product Designer

11/23 – 07/24 · Consumer Web · Design Systems · Prototyping · Motion

Redesigned the Oracle Red Bull Racing website after their record-breaking 2023 season. Brought in to enable a faster design-to-dev process, working with their in-house digital and engineering teams from early concepts to responsive layouts, interactions and motion.

 9am.works Lead Designer

02/21 – 09/22 · B2B SaaS · 0→1 · Product Design · Design Systems · Payments

Product designer for one of Germany's largest freelance marketplaces. Led discovery with freelancers and hiring companies, and owned product, brand and design system from pre-launch through launch and first campaigns, including onboarding, invoicing, payments and contract flows.

Links

- [sergimiral.com](#)
- [sergimiral.com/CV](#)
- [linkedin profile](#)

Skills

- Product Discovery
- User Research
- Information Architecture
- Interaction Design
- UI & Visual Design
- Prototyping
- Design Systems
- Mobile App Design
- Design QA
- Design Engineering
- Design Ops
- AI & Agentic Workflows

Tools & Tech

- Figma

Adobe CC

Git
- HTML

CSS

JS/TS
- React

Astro

Tailwind
- Storybook

Claude Code
- Cursor

Figma MCP

Languages

- English (Fluent)
- Spanish (Native)
- Catalan (Native)

Delivery Hero Senior Product Designer

11/21 – 06/22 · Consumer Mobile · Marketplace · Checkout · Design Systems · Internal Tools

Product designer across the Delivery Hero group, operating in 70+ countries. Designed the pre-orders experience for consumer apps and internal vendor and catalog management tools, working within a shared multi-brand design system alongside Product and Engineering.

Bayer Lead Designer

02/20 – 06/21 · Enterprise · Internal Tools · UX/UI · Game Design

Led design for a collaborative web experience used internally across multiple teams, and reused year after year for team-building. Translated a detailed game storyline and its mechanics into a clear, engaging interface, and helped develop it alongside a small engineering team.

Siemens Lead Designer

07/18 – 02/20 · B2B · Enterprise · Internal Tools · Admin UX

Led design for a B2B admin tool in the transport sector, from concept to MVP to a full product used across the mobility network in Europe. Prioritised the most critical operator workflows at each stage, enabling fast iteration with a small engineering team in a traditionally slow-moving industry.

Zalando Senior Product Designer

06/16 – 09/17 · E-commerce · Mobile Apps · Internal Tools · DesignOps

Part of the in-house mobile apps team, leading the redesign of the legacy Zalando apps for 20M+ active customers and unifying their design language across platforms. Also built internal tools and improved team workflows like onboarding, internal communications and design-to-dev handoff.

Cookies Lead Designer

05/15 – 07/16 · Fintech · 0→1 · Mobile Apps · Branding · Product Design

Design lead for an early-stage fintech startup focused on micro-transactions through native mobile apps (iOS/Android), defining concept, brand, UX and interface design for web and mobile, plus marketing production and communications.

Marley Spoon Lead Designer

10/14 – 04/15 · Subscription E-commerce · Branding · Web · Mobile App Design

Took a Berlin meal-kit subscription startup from pre-launch to launch, covering brand, packaging, web and iPhone app, then joined in-house to help build its design team as it grew to 300,000+ customers across Europe, the US and Australia.

Other mentions

- **Hatch Conference**
Collaborator
- **Design Leadership Ateliers**
Collaborator
- **ADPList**
Mentor
- **DTN Hackathons**
Organiser
- **Design Tools Network**
Founder

Education

Llotja - Universitat de Barcelona

2009 – 2012 · Design degree, Graphic design

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