

Miguel Durán

SENIOR PRODUCT DESIGNER B2B SaaS · B2B2C · Payments · Subscriptions

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PROFILE SUMMARY

Senior Product Designer with 7 years of experience across B2B SaaS, B2B2C commerce, payments and subscriptions. At Ocado Technology, led end-to-end design for five core commerce flows on the B2B platform Ocado licenses to nine international grocery retailers, and built the Figma design system behind them.

CORE SKILLS

Product & UX - Product thinking, UX strategy, systems thinking, interaction design, journey mapping

Research - User research, usability testing, design sprints, UX validation, A/B testing

Tools & AI - Figma, Miro, design systems, prototyping; Figma Make, Claude Code, MCP, Lovable

PROFESSIONAL EXPERIENCE

Labhouse / UX/UI Designer

November 2025 - April 2026

Barcelona, Spain · freelance

- Designed mobile-first interfaces for a productivity platform, delivering production-ready screens and a reusable UI pattern set which engineering estimated cut their build time by roughly half.

Career break - relocation to Warsaw

January - October 2025

Ocado Technology / Product Designer

June 2021 - December 2024

Barcelona, Spain · Ocado Smart Platform (OSP)

- Product designer for e-commerce on Ocado Smart Platform, leading end-to-end design of five core commerce flows (subscription management, checkout, payments, cart and delivery addresses), shipped across iOS, Android and web on a multi-tenant platform licensed to nine retailers including Morrisons, Auchan and ICA.
- Facilitated a design sprint and prototyped a self-service subscription management tool, giving partners control over their own subscription offering without engineering support.
- Built and scaled the cross-product Figma design system, adopted across a 30-person UX department and the engineering teams building on it.
- Ran usability testing every sprint, turning findings into a prioritised backlog delivered with PMs and rotating squads of 5-7 engineers, 25+ in total.
- Mentored a junior designer for six months: design reviews, scoped hand-overs, and coaching by questioning rather than prescribing. She progressed to owning and presenting larger projects independently.

TRIBBU / UX/UI Designer

October 2019 - March 2021

Madrid, Spain

- Sole designer: designed the entire app end-to-end, from ideation to launch, and set the foundations - user flows, UI and Figma component library - the team built on afterwards.
- Ran user testing and UX validation on key flows, shaping the next quarter's roadmap.

TOES2BOX / UX/UI Designer

April 2020 - September 2020

Madrid, Spain · freelance

- Designed a booking and merchandise app for CrossFit members, plus the CRM for gym owners.

EDUCATION

UX/UI Design Master

Ironhack · 2019

LANGUAGES

Spanish (native) · English C1