

# Miguel Ugalde

product & service designer

Hi,

I design systems, develop the app concept, plan the feature roadmap, design the user interface, and manage its implementation.

For more than 15 years, I have worked with small and big companies creating their digital products from scratch. Simplicity, driving new ideas, people, technology, process efficiency, and interface design. That's what I love in my work.

I'm currently searching for inspiring new projects and freelance collaborations, preferably with positive social or environmental impact.

## EXPERIENCE

### edumovil

2018 - 2020

Cofunder & Lead product designer

Product owner · System designer · UI/UX · Team mgmt

I designed from scratch this system which brings better management and communication to teachers, students, parents, and schools. We have created apps for; communication, academics, finance, learning management, class activities, and connecting institutions with government protocols.

CDMX

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### payever

2015-2018

Lead product designer

Product leader · System designer · UI/UX ·  
Leader of 6 senior designers

I was product leader for all products in payever when this company was an early start up. We aimed to empower small businesses to compete with commerce giants. We created; payment technologies, point of sale apps, checkout systems, marketing apps, website builder apps, communication apps, and commerce OS.

Hamburg

▶ portfolio

## Skills

Product concept  
Visual design  
Service design  
Prototyping UI/UX  
User flows  
Agile Methodologies  
Marketing & Art direction

## Tools

Sketch, InVision, Principle,  
Adobe creative suite, Jira,

miguel@ugalde.es  
+34 66 311 8691



## Senior Product Designer

2015 - 2020

Independent

Product owner · Product & service designer · UI/UX ·  
Project management

Independent consultant in various industries. Financial,  
eCommerce, education, operation management,  
business intelligence, legal, food

Europe / America

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## Languages

English and Spanish  
Fluent

miguel@ugalde.es  
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## Brand unity

2014 - 2015

Founder & Product designer

Product idea · Product owner · System designer  
Project manager · UI/UX · Sales

I created from scratch this cloud platform designed for  
managing marketing assets, teams, and brand book  
guidelines.

Madrid

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## Senior Designer / Marketing

2007 - 2014

Independent

Website design · Print design · Art direction  
Photography · Client manager · Project manager

Creative & communication services for big corporations,  
small businesses, and NGOs. (Santander Bank. Iberdrola.  
BBVA Bank, Movistar, Nobel Prize, Independent farmer  
groups among others)

Madrid

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## OTHER

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### Madrid's food sovereignty initiative

2015

System Design

System designer · UI/UX

Helped to create a tool to locate independent organic  
farmers and consumer groups close to you.

Madrid