



Hola!

I'm **Joan Mora**,
a senior product designer
based in Madrid, Spain.

Originally from the island of Mallorca, I now live in Madrid where I lead teams that design digital products offering captivating user experiences. With 18 years of experience in the industry, I have worked in numerous sectors, especially in the **fintech**, **banking**, and **SaaS** spaces.

Over the last 11 years, I have focused on developing three skill sets that I believe are fundamental for a lead designer:

- ✳ I **lead teams from the trenches** to create digital products, focusing on both tactical and strategic efforts. Everything a design team does should focus on users but must also keep business requirements and goals a top priority. It takes a bit of juggling and it's not an easy skill to learn.
- ✳ I get **directly involved in the different phases of the design process**, especially with regard to the interaction design and visuals. Admittedly, I'm a huge technology enthusiast, and I revel in trying new apps, designing usable interfaces, and learning everything I can about the latest design trends.
- ✳ I genuinely enjoy **building design teams from scratch**, then providing them with the methodologies and processes required to cover all the stages of the design life cycle, as well as demonstrating how design can be an effective tool for change and innovation within a company.

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Hard and soft skills

- ✳ Interaction and visual design
- ✳ Design research
- ✳ Design thinking and facilitation
- ✳ Strategic design
- ✳ Team leadership
- ✳ Communication and empathy
- ✳ Planning and time management





Experience

Toqio

Head of Design / Oct 2022 — Present

My mission here is to continue to lead and grow the various design teams, providing them with the methodologies and processes necessary to align their work with each of Toqio's products. I support the business and participate in making strategic decisions based on the needs of our customers and users.

Product Design Lead / May 2021 — Oct 2022

For this role, I was given the clear mission to build a multidisciplinary design team from scratch. In addition to this, another primary objective was the comprehensive redesign of a white label product. To accomplish this, I led the development of a design system that allows our clients to customize the entire platform at the functional, visual, and content levels.

BBVA

Design Lead / July 2018 — May 2021

Shortly after joining BBVA I built a design team for BBVA Pivot, the bank's corporate platform. I had 14 designers directly under me and we routinely collaborated with numerous other teams worldwide. I have worked with and led service designers, design researchers, UX writers, interaction designers, and visual designers on global treasury management projects for multinational firms including Iberdrola, Repsol, L'Oréal, A3 Media, and Hasbro.

Exo Investing

Design Lead / October 2016 — July 2018

Initially, I was part of the company's small founding team. Working as the Senior UI Designer in close collaboration with the product management team and UXers, we defined a clear vision and translated user needs into visual concepts. We created elegant interface designs that were sensitive to human behaviors and interaction patterns. Within a year I was leading and scaling the design team. I can honestly say that I participated in creating a new fintech service that revolutionized the way individuals manage their own financial expectations.



Webpac

Design Manager / October 2011 — October 2016

As Design Manager I was in charge of scaling and leading the design team, mentoring and training the younger designers, and providing the team with the tools and knowledge to work at the pace required. I was in direct contact with the board and worked directly with clients on projects related directly to their online presence.

Senior On&Off Designer / October 2008 — October 2011

I had the opportunity to work for international clients and design in many different fields and media. I did branding work with several clients, as well as design responsive websites and apps for iOS, Android, and Windows. My team did everything related to design, such as newsletters, landing pages, and touchscreen interfaces for the company and its customers.

Ilunion

Brand and Web Designer / September 2005 — September 2008

Working at a consulting firm that specialized in usability and accessibility for three years allowed me to assimilate a lot of knowledge about digital interaction design. I also got to work on projects for some of the most important entities in Spain (Red Eléctrica, Mutua Madrileña, Bankinter, Endesa).

Indra

Graphic Designer / May 2005 — September 2005

This was my first “real job”. It was only for a few months, but it was enough to make me understand how the working world works, the obligations of an adult professional, and values such as camaraderie, respect, and a clear work ethic. I worked on developing multimedia instruction manuals for the ASCOD Pizarro armoured fighting vehicle.





Education

Principal education

- ✳ **Strategic Design** / Mr. Marcel School. 2022.
- ✳ **Service Design: How to Design Integrated Service Experiences** / Interaction Design Foundation. 2021.
- ✳ **Design Management** / University of the Arts London. 2019.
- ✳ **Insights for Innovation** / IDEO-U. 2018.
- ✳ **Interaction Design & User Experience** / University of California San Diego. 2016 — 2017.
- ✳ **Web design and development** / EDIB. 2003.
- ✳ **HND in Graphic Design & Multimedia** / EDIB. 2001 — 2003.
- ✳ **Bachillerato and Selectividad** / Col·legi Sant Josep Obrer. 1997 — 2001.

Other courses

- ✳ **Dirección de Producto usando Metodologías Ágiles** / Udemy. 2018.
- ✳ **Traditional Illustration** / DOMESTIKA – Puño. 2017.
- ✳ **Professional Photography** / Talleres Rosa Veloso. 2012 – 2013.
- ✳ **Accessible markup HTML/CSS** / ORANGESIDE – Borja Delgado. 2008.
- ✳ **Adobe Certification Illustrator & Indesign CS3** / Crea Formación. 2007.
- ✳ **Action Script 2.0** / CICE. 2004 – 2005.