

I'm Joan Mora, Head of Design at Embat, based in Madrid / Palma, Spain.

Designer · Product Maker · Prototype-First · AI-native design for fintech SaaS

Two decades building digital products across consultancies, startups, banks and agencies — the last ten years in fintech, banking and B2B SaaS. Today I lead design at Embat, a treasury management platform for corporate finance teams.

The role of design is shifting fast, and I'm leading that transformation from the front: taking the practice towards a Product Maker, Prototype-First model where designers carry ideas from concept to working prototypes — and increasingly into the codebase — with AI as a core part of the toolkit rather than a side experiment.

Three things have defined how I work and lead over the last decade:

- ✳ **Building and scaling design teams from scratch**, and giving them the methodologies, principles and culture to own the full design process.
- ✳ **Staying hands-on across the craft**: interaction design, visual design, and now prototype-level code and AI-powered workflows.
- ✳ **Using design as a lever for change** inside companies: adopting AI early — not as a threat, but as a way to scale the impact, speed and ambition of product teams.

Contact

+34 637 84 22 33

hola@joanmora.xyz

[Linkedin](#)

joanmora.xyz

Hard and soft skills

- ✳ Design leadership & strategy
- ✳ Interaction and visual design
- ✳ Prototype-first product design
- ✳ AI-native design practice
- ✳ Design systems at scale
- ✳ Research & facilitation
- ✳ Team building & mentoring

Toolkit

Figma, Claude Code, Cursor, MCP, agentic workflows & skills, design tokens, Adobe Suite, HTML/CSS.

Languages

Spanish & Catalan (native), English (full professional), Portuguese (elementary).

Embat

Madrid

Head of Design / Apr 2024 — Present

I lead a high-performing design team driving strategic impact across the product lifecycle, working closely with the founders and cross-functional teams to evolve our SaaS platform for corporate treasury: scalable, adaptable, and fit for large international clients. Two things have my focus right now.

- ✳ **TellMe, our AI treasury analyst.** I lead the conceptualisation and experience design of how finance teams work with intelligent agents day to day: guided and silent modes, proactive recommendations, and flows that feel like an end-to-end process rather than isolated cards. The goal isn't automation for its own sake — it's helping teams save time and money by improving the quality of their decisions.
- ✳ **Redefining how design works in the age of AI.** We're moving beyond Figma as the final deliverable: prototyping in Claude Code and Cursor with real components, connecting Figma to the repo through MCP, and building skills and agentic workflows that extend what a designer can own — while holding ourselves accountable for how designs actually ship. It brings designers, PMs and engineers closer, and makes the team faster at turning ideas into validated product.

I also shape the broader design practice — methodology, hiring and principles that let a small team punch well above its weight in a complex B2B domain.

Toqio

Madrid

Product Design Lead / May 2021 — Apr 2024

A clear mission: build a multidisciplinary design team from scratch and lead the comprehensive redesign of a white-label embedded finance product. We developed *Nigiri*, a design system that lets clients customise the entire platform at the functional, visual and content levels. From there I kept growing the team and supported the business in strategic decisions grounded in customer and user needs.

BBVA

Madrid

Global Design Lead / Jul 2018 — Jun 2021

Shortly after joining I built the design team for BBVA Pivot, the bank's corporate platform, with 14 designers reporting to me. I led service designers, researchers, UX writers, interaction and visual designers on global treasury management projects for multinationals including Iberdrola, Repsol, L'Oréal, A3 Media and Hasbro.

Exo Investing

Madrid / London

Design Lead / Nov 2016 — Jul 2018

I joined the small founding team as Senior UI Designer, turning user needs into a clear product vision: elegant interfaces sensitive to human behaviour, complex portfolio configuration, data visualisation and investment tracking. Within a year I was leading and scaling the design team of a fintech robo-advisor that changed how individuals manage their own financial expectations.

Webpac

Mallorca

Design Manager / Oct 2011 — Nov 2016

I scaled and led the design team, mentoring younger designers and giving them the tools and knowledge to work at the pace required. I was in direct contact with the board and worked hands-on with clients on their online presence.

Senior Designer / Oct 2008 — Sep 2011

Design for international clients across fields and media: branding, responsive websites and apps for iOS, Android and Windows, plus newsletters, landing pages and touchscreen interfaces.

Ilunion

Madrid

Graphic and Web Designer / Sep 2005 — Sep 2008

Three years at a consultancy specialised in usability and accessibility gave me the foundations of digital interaction design, on projects for some of Spain's largest organisations: Red Eléctrica, Mutua Madrileña, Bankinter and Endesa.

Freelance Designer

2004 — 2011

Branding and brand audits, web and UI design, markup, WordPress, online advertising and email marketing.

Digital Complements

Graphic and Web Designer / 2003 — 2004

All advertising campaigns in-house: posters, banners, catalogues and website maintenance.

Indra

Graphic Designer / 2005

My first real job: multimedia instruction manuals for the ASCOD Pizarro vehicle.

Enoarquía

Co-founder, side project / 2013 — 2020

A wine blog written and designed for seven years: writing, photography and brand.

Education

Principal education

- * Business & Product / Instituto Tramontana. 2023.
 - * 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.
-

Certifications & other courses

- | | |
|--|--|
| * Information Design | * Human-Centered Design: an Introduction |
| * Social Computing | * Product Management with Agile Methodologies. 2018. |
| * Traditional Illustration / Domestika. 2017. | * Professional Photography / Rosa Veloso. 2012 — 2013. |
| * Accessible HTML/CSS markup / Orangeside. 2008. | * Adobe Certification Illustrator & InDesign. 2007. |

GET IN TOUCH

Let's talk about design, AI, and what product teams look like next.

hola@joanmora.xyz

joanmora.xyz

[Linkedin](#)