MV

Miquel Martí Villalba

End-to-end Product Designer & CPO

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I've been designing digital products for 18 years: I started in graphic design, have worked as a Product Designer since 2013, and today I lead product as co-founder of Fluxput. I cover the whole cycle (discovery, design, delivery and business) and decide with the research that can be done this week. I specialise in B2B SaaS and AI products for field teams.

EXPERIENCE

2025 · now

Co-founder & CPO · Fluxput

- Technical operations platform with an AI copilot for field service and industrial maintenance companies.
- Field discovery with technicians, after-sales managers and service directors; customer pilots before building.
- Designed the diagnostic copilot, the knowledge base and manual import; answer evaluation with Langfuse.
- Results: 50% fewer support calls from the field in 60 days and 35% fewer escalations to senior technicians in six months.

2024 · 2026

Co-founder & CPO · Vecinfy

- Financial management SaaS for homeowner associations and property managers. Sole designer.
- Design system from scratch in Figma and end-to-end product design.
- From idea to product in nine months, with 110+ associations as active customers. Led the pivot that became Fluxput.

2022 · 2025

Product Designer · FCM Travel

- FCM Platform, a global B2B travel management SaaS. Sole designer for two squads; shipped 15+ features from concept to production.
- Evolved the design system shared by four squads.

2021 · 2022

Design Lead Manager · Apps Implantadores

- Zoho implementation consultancy. Ran the design department, from research to technical handoff, and linked product with management.

2020 · 2021

Product Designer · Onebox

- Ticket distribution system. End-to-end role on the core product: research, flows, wireflows, prototypes and style guide components.

2018 · 2020

Product Designer · WindowSight

- Streaming art for TVs, now on 30M+ TVs. Designed the product from its first version, the UI kit and user tests.

2014 · 2020

UX/UI consultant · Freelance

- Proogresa, Cuideo, SEAT, FloraQueen, Beyou Health Coach, hoy-voy and Galerías del Tresillo: research, user testing, multi-device UX and UI kits.

2008 · 2013

Graphic and web designer · Freelance

- PonteMASfuerte, Proogresa and Alpha Publicidad: identity, campaigns, layout and early websites.

EDUCATION

Postgraduate degree in User Experience Design

Universitat Oberta de Catalunya · 2015 · 2016

Art and Design, advertising graphics

Escola Massana · 2007 · 2012

LANGUAGES

Native Catalan and Spanish · Professional English

SKILLS

Product strategy · Product discovery · User research · Design systems · AI product design · Product ownership

TOOLS

Figma · Claude · Lovable · Langfuse · Excalidraw · Adobe

OTHER

Data Driven Design workshop · Team spirit award