

# Miguel Plaza Perrot

## • Senior Product Designer

◆ hello@miguelplaza.es

◆ [miguelplaza.es](https://miguelplaza.es)

◆ Madrid, Spain

Senior Product Designer with 5+ years of experience leading end-to-end product design for native mobile apps and multi-brand platforms at scale. I define product direction, architect design systems, and ship high-performance experiences used by millions — bridging design vision with engineering execution. My work has directly contributed to 60% session growth, a native app becoming the #1 revenue channel, and setting the design standard across cross-functional teams. I also build and ship my own products independently.

## EXPERIENCE

### Kindred Group · FDJ

Jul 2023 — Present

#### Senior Product Designer · Registration, Onboarding & Native Apps

- Own the design of registration and onboarding across all FDJ brands (Unibet, 32Red, Maria Casino, and others), shaping the first touchpoint for millions of new users across multiple regulated markets.
- Lead A/B testing strategies on conversion-critical flows, including third-party identity verification (Itsme) adoption, reducing friction and improving registration completion rates.
- Previously led design for the Unibet Casino native app (100K+ DAU), driving a redesign that increased adoption by 20% and pushed monthly sessions from 3.3M to 5.3M — making the app the #1 revenue channel by end of 2025.
- Architected a scalable, multi-brand design system for casino, onboarding, and lifecycle flows, establishing the design team as a benchmark for native app standards across Kindred.
- Defined the motion design language for native apps — animated transitions and interaction patterns that became the organisation-wide standard, adopted by teams beyond casino.
- Mentored junior designers and established design review processes. Advocated for and introduced better decision-making frameworks between design and engineering, increasing team velocity and alignment.

### Sport Heroes

Mar 2021 — Apr 2023

#### Product Designer · Digital Wellness Platform

- Owned the user experience for a global wellness ecosystem with 2M+ users across 70 countries, driving strategy, design, and delivery end-to-end.
- Built the company's first design system from the ground up, creating the foundation for scalable, consistent product development.
- Led continuous discovery through user research and data-driven iteration, directly tying design decisions to business KPIs and engagement metrics.
- Conceived and shipped sustainability features (CO<sub>2</sub> tracker, environmental impact dashboards) that created new engagement pathways beyond traditional gamification.
- Delivered no-code solutions for enterprise clients (Toyota, Danone) using Webflow, reducing campaign delivery timelines by 60%.

## SKILLS

### Design

Native iOS & Android, Interaction Design, Design Systems, Motion Design, Multi-brand

### Tools

Figma, Framer, Webflow, Adobe Suite, V0, Lovable, Cursor, VS Code, Antigravity, Codex

### Technical Fluency

HTML, CSS, JavaScript, TypeScript, React Native, Swift UI, GitHub — leveraging AI-assisted development to prototype, build, and ship products

## IMPACT

3.3M → 5.3M sessions

#1 revenue channel

2M+ users

6+ brands

70 countries

## SIDE PROJECTS

### CitySwipe ↗

City discovery app — swipe, match, and save plans, places, and events near you. Published on iOS & Android.

React · Capacitor · Supabase · Grafana

### WOP ↗

Social party games app with multiple game modes. Built and launched independently.

React Native · Expo

## EDUCATION

### MSc Interaction Design

UOC Barcelona, 2021

### BSc Business Marketing

UOC Barcelona, 2019

## LANGUAGES

Spanish

Native

English

Fluent

French

Proficient

German

Conversational

## BEYOND DESIGN

Pottery, cooking, cinema, literature...